

# CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

January 30 1982

NPA launches the PIP code for pharmacy's computers: a safeguard for independence

Ruling opens the door to 'front room' dispensaries

Dr Maddock fills PSNC vacancy

Artificial Sweeteners  
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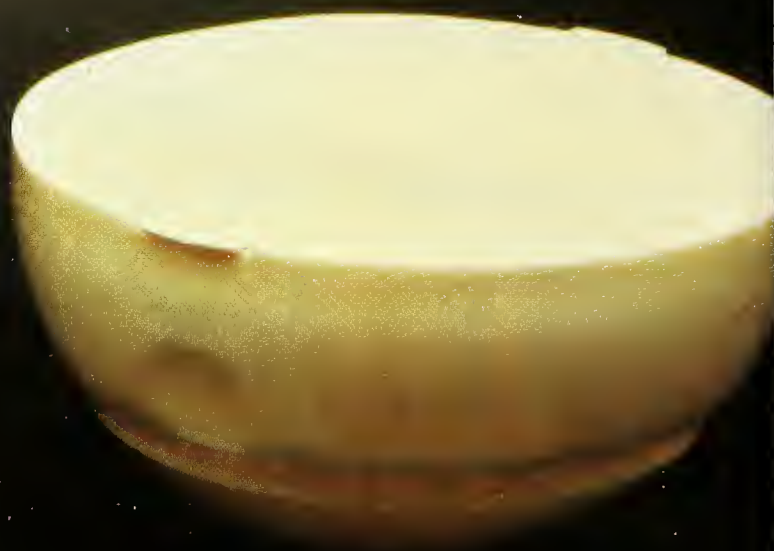
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# CHEMIST & DRUGGIST

Incorporating Retail Chemist

January 30 1982

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## CONTENTS

### PIP code launched by NPA

... A safeguard for independence 164

### Supply of Goods and Services Bill

Couponing clarification 165

### 'Front room' dispensaries

... Ruling opens the door 166

### Dr Maddock on PSNC

166

### Artificial sweeteners

Special feature 183

Comment 163

Topical reflections by Xrayser 167

Prescription specialities 168

Counterpoints 169

Letters 189

News extra 192

PSGB Statutory Committee 193

Business news 194

Appointments 195

Market news; coming events 195

Classified advertisements 196

## COMMENT

### The PIP code era dawns

The February *Chemist & Druggist* Price List is an historic edition, representing what could eventually prove to be a significant turning point for computerisation in retail pharmacy.

Until now, computerisation has been divisive, tying the independent chemist more and more to one major wholesaler and restricting his freedom of choice. Once locked into a system of hard and software it has been difficult both for financial and functional reasons to change to an alternative or to spread purchasing among several wholesalers.

However, there are now a number of computer systems on the market geared specifically to preserving the independent pharmacists' independence — and some of the wholesaler groups have also expressed willingness to nurture that independence through their computerisation plans. The one thing lacking has been a "universal" product code which could be recognised by the computers of manufacturers, wholesalers and retailers.

Now that universal code exists; a regulatory authority has been established (in reality the National Pharmaceutical Association) to maintain it, and the *C&D* Price List (upon whose code it is based) will act as a reference source with the familiar weekly supplements providing the updating service so essential for the code's viability (see NPA announcement, p164).

The Pharmaceutical Interface Product (PIP) code, as it is known, is designed specifically as an *interface* — that is, it will allow retailers' and wholesalers' (or manufacturers') computers to send and receive product orders even when they use different codes themselves. In fact, the PIP code could be described as an "esperanto" for pharmaceutical computers. That is not to say it cannot be used as a primary computer code (under licence from the regulatory authority) and one point-of-sale system is already fully based on the PIP code.

The route to the code's establishment has been difficult because of a number of conflicting interests, and the fact that it now exists is a tribute to the persistence of Mr Arthur Trotman, managing director, Independent Chemists' Marketing Ltd, and to the single-minded desire of the NPA to ensure its members retain maximum independence in the computer age and the trading conditions developing in the 1980s.

It has been suggested that the European Article Number — used for bar codes — may eventually render the PIP code obsolete. Both *C&D* and NPA believe that to be untrue. Were all traditional chemists' merchandise likely to be bar coded within a year or two, and were all POS computer systems in use by chemists likely to be equipped to read these codes, economically then the PIP code could be unnecessary as an intermediate step. But the time-scale is indeterminate — and independent computer systems are here and now. Furthermore, the six-digit PIP code is suitable for manual entry at point of sale and for internal use within the computer system itself. The PIP code also has the advantage over EAN of being structured for breakdown into product groups, thus permitting data to be manipulated for management purposes.

*Continued overleaf*

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# NPA launches the 'PIP code' for pharmacy computers

The universal computer code for pharmacy — the Pharmaceutical Interface Product (PIP) code — has been established and is available for use by retailers, wholesalers and manufacturers.

Following an agreement with Benn Brothers Ltd (publishers of *C&D*), the National Pharmaceutical Association has issued this statement:-

"The long-awaited computer code for goods distributed through pharmacies will be published at the beginning of February. The new six-digit code will replace the present code in the *Chemist and Druggist* Price List. It will thus be widely available for use by retail pharmacists in their own computer systems and for communicating with wholesalers and other suppliers.

This new code will become the standard reference code for products familiar to retail pharmacists. It will enable them to maintain only one system of data processing in their pharmacies whilst retaining the flexibility to place orders with different wholesalers. It will encourage and facilitate the more widespread use of computer systems in the pharmacy for ordering, stock control, product performance statistics, maintenance of patient records and general accounting. Wholesalers should also benefit by having available a single product code for communication and other purposes, and it is hoped that many pharmaceutical manufacturers will help by printing the PIP code on packs.

## Regulatory Authority

Administration of the new code will be in the hands of the NPA who, as the PIP code "Regulatory Authority" will jointly own the copyright with Benn Brothers Ltd. Benn Publications Ltd have been granted exclusive publishing rights and have undertaken to print the code in full in all future *C&D* Price Lists and amendments. "Hard copy" of the code will thus be widely available and always up-to-date. For those manufacturers and other code users who wish to inquire about code allocations, an "instant response" telephone service will be available from the NPA and its agents where terminals will be linked directly to the computer bureau responsible for code storage and maintenance.

Wholesalers wishing to "interface" with the code should contact the NPA for details and licensing applications: Mallinson House, 40-42 St Peters Street, St Albans, Herts AL1 3NP (telephone 0727 32161)."

Commenting on the launch of the PIP code, an NPA spokesman said: "Better late than never! We have always seen the logic and common sense in having a universally-accepted product code. We had exploratory talks on the question with other interested parties as long ago as 1973, but they came to nothing — probably because few wholesalers and no retail pharmacists were using computers at that time so there was no motivation. Other countries are ahead of Britain; product codes are accepted and used in several European countries, including West Germany and the Netherlands.

"The ANA 'bar code' is becoming increasingly widely used, especially in the grocery trade where pressure has come from the big supermarkets who can afford to install laser-scanning equipment at the point of sale. Such equipment will also no doubt come to be used in smaller retail establishments, including pharmacies, but there is an urgent need for a short, numeric code, suitable for manual entry into both static and portable terminals. The PIP code is designed to satisfy that need. Although not published in the *C&D* list the PIP code master file has every item classified by product groups, thus making possible analysis which is not obtainable from the standard 13 digit ANA code.

"Our preliminary inquiries indicate that virtually every wholesaler will soon be able to interface with pharmacy systems using the PIP code. We hope that manufacturers, especially those who distribute solely or mainly through pharmacies, will help their retail and wholesale colleagues by printing the PIP code on product packs." ■

## COMMENT

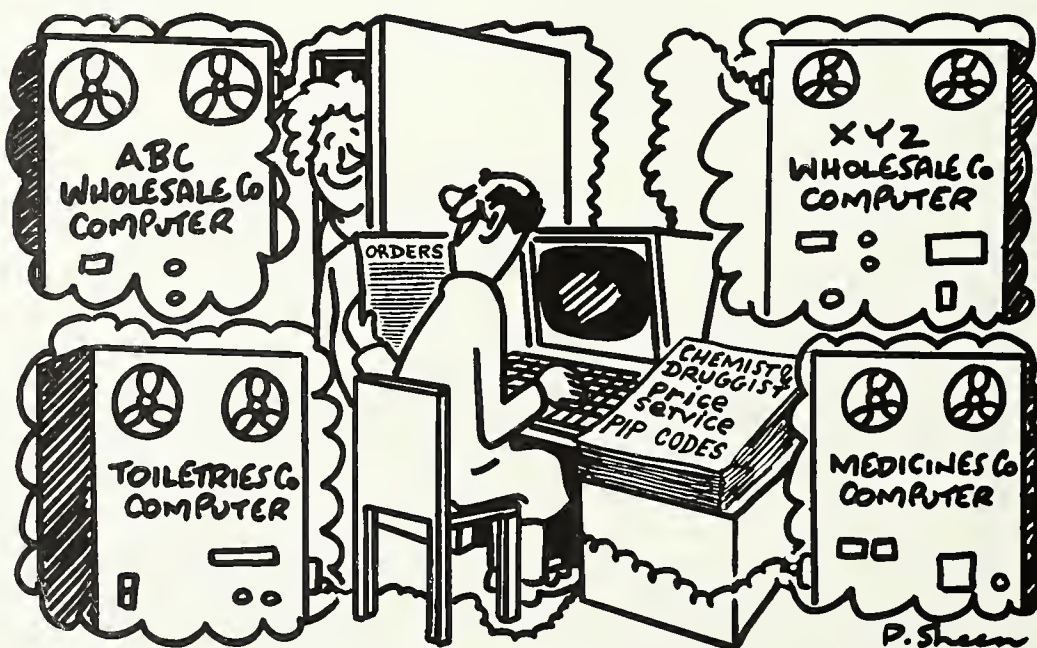
*Continued from previous page*

The concept of the PIP code was introduced by ICML who called a meeting of all interested parties in July 1980. Represented were the "ethicals" and OTC medicines industries, Boots, the DHSS, wholesalers, the NPA, Pharmaceutical Society, Prescription Pricing Authority and independent retailers with an interest in computers. This meeting led to the setting up of a 12-member working party which concluded, in March 1981, that: "There is a need for a nationally agreed common product coding system, particularly in retail and wholesale pharmaceutical distribution."

It was also decided that of the codes available the *C&D* Price List code came closest to the requirements and that the *C&D* Price Service could be adopted as the means of maintaining, distributing and administering the code.

However, despite these high ideals being agreed by a fully representative cross-section of pharmacy, efforts to put them into practice brought out conflicting views. Not least was the fact that the *C&D* code used a check digit of modulus 11 while the Unichem code used the incompatible modulus 10. Independent sources suggested a compromise — that the *C&D* code should adopt modulus 10 — and under the agreement now reached with NPA this has been done, thus increasing the number of six-digit codes available for allocation.

The NPA, which has been watching computer development in retail pharmacy on behalf of its members for some years, became convinced it needed to seize the initiative, and negotiations were begun last year with Benn Brothers, publishers of *C&D*, for certain rights in the *C&D* code to be held jointly. Meanwhile, the



"Nice to be able to shop around at last!"



preparatory work was put in hand for modifying the code, for giving it greater prominence in the Price List and for including codes for colour, flavour, etc, variants. Agreement in principle for the joint ownership of the copyright has now been reached and the February edition of the *C&D* Price List will contain the results of all the effort. In addition to the changes mentioned above, and in order to reduce space, the VAT rate is now shown as a letter symbol.

As the PIP code comes into use the importance of manufacturers and suppliers giving *C&D* Price Service advance warning of product launches, pack changes etc, is self-evident, since as soon as a product is taken into stock, at either wholesale or retail level, it will require the allocation of a code before all the benefits of point-of-sale computer records and direct computer ordering can be achieved.

*C&D* would like to express its appreciation of the NPA's fight for the independent code — we are sure that its successful application can have enormous benefits for the whole of retail pharmacy and those who supply it. ■

## Law on services to be tightened up?

The Law Commission is to consider whether and how existing common law on the supply of services should be codified and strengthened.

Mrs Sally Oppenheim, Minister for Consumer Affairs, speaking during the second reading debate of Mr Fred Willey's (Sunderland North) Supply of Goods and Services Bill said: "I have for some time been worried by the problems which consumers face when they receive unsatisfactory services. I know that often they find it difficult and sometimes impossible to obtain redress for unsatisfactory services, even more so than for unsatisfactory goods."

Referring to Part I of the Bill, which closely followed a draft put forward by the Law Commission, Mrs Oppenheim went on "I agree that the consumers' position would be strengthened if the existing common law were codified so that those complaining about unsatisfactory goods could point to a specific statute instead of needing to argue that they had common law rights stemming from various court cases of which neither the consumer nor the trader understood the merits. I therefore welcome the attempts in the Bill to codify the existing common law. Indeed, I should like to see wider codification of the common law in this field."

The Bill has two objectives. The Sale of Goods Act 1893 protects goods sold for a money price. The proposed Bill aims to extend this protection to transactions where goods are supplied, but not bought only for money. Examples are trading in goods in part exchange for new



*Susan Hampshire, on behalf of Heinz, presents a cheque for £25,000 to Mrs Joyce Smith, national chairman of the Spastics Society, with Matt McBride, general department manager, Heinz baby foods marketing, in attendance. Mothers were invited to send in labels and in return Heinz gave 2½p for each one redeemed to the Spastics Society "Save a Baby" campaign. The Heinz target was equivalent to over one million labels*

merchandise, the use of coupons or vouchers — the "10p off" voucher — and buying two articles for the price of one. It will also cover goods that are provided under work and materials contracts and give statutory protection for hire transactions.

The second objective of the Bill is to provide some statutory protection in the case of contracts for service. ■

## Press coverage 'misleading'

Alleged misleading statements in the local Press have prompted complaints from pharmacists to the Southend *Evening Echo*. The paper has been giving extensive coverage to the continuing protests in the village of Great Wakering following the opening of a pharmacy there by Mr L. Collin, MPS.

Mr Collin opened his shop last December in the face of strong opposition from a local pressure group, who feel his presence may cause one of the three dispensing doctors currently practising there to leave, and the health centre dispensary to close. (*C&D*, December 12, p1088).

The Family Practitioner Committee will be meeting on January 28 to discuss the transfer of patients from the dispensing to prescribing lists. Mr Collin told *C&D* that he considered a period of two months reasonable for the transfer, and that he was prepared to purchase the doctors' excess stock.

The matter was discussed at a recent meeting of the Southend Community Health Council, following moves from the "right of choice" pressure group. Mr Collin attended and gave the case for a pharmaceutical service in the area. The Council passed a resolution calling on the Essex FPC to allow a two-year period for transfer of patients. ■

## Cosmetic eye drops to be pharmacy only

Regulations coming into effect on February 11 make additions to the Prescription Only Medicines list.

Cosmetic eye drops become pharmacy only and the list of medicines that chiropodists may sell is extended.

Under the Medicines (Prescription Only) Amendment Order 1982 (SI 1982, No 29, HMSO £1.50) over 50 substances are formally classified as Prescription Only, the temporary period during which new products may be POM is increased from three to five years from the granting of a licence, and administration exemptions for midwives are extended to products containing phytomenadione.

The Medicines (General Sale List) Amendment Order 1982 (SI 1982, No 26, HMSO £1.15) removes from the GSL eye drops and eye ointments which, although medicinal products, perform a cosmetic function — making their status the same as other eye drops. The Order also adds certain medicinal products to the GSL and adds Colgate Dental Cream and Dental Cream plus MFP fluoride, and Macleans fluoride toothpastes to the automatic machines section of the GSL.

The Medicines (Sale or Supply) (Miscellaneous Provisions) Amendment Regulations 1982 (SI 1982, No 28, HMSO £0.70) states that capsules of aspirin, aloxiprin, paracetamol or salicylamide may only be sold from non-pharmacy outlets in packs of 25 or less, thus making their position the same as tablets of similar ingredients.

The Medicines (Pharmacy and General Sale-Exemption) Amendment Order 1982 (SI 1982, No 27, HMSO £0.70) adds about 20 products to the range that chiropodists may sell or supply. ■

## CDs — increased risk of hold-up

Pharmacists are becoming reluctant to stock Controlled Drugs because of the increased risk of hold-ups during daylight hours, Mr David Sharpe, member of the Pharmaceutical Society's Council, told a group of medical journalists on Tuesday evening.

These daylight raids had increased from about two a month two years ago to over two a week and it was causing tremendous problems for the profession, he said.

Over 30 journalists, including representatives of both the medical and national Press attended a reception at the Society's headquarters. Mr Sharpe, together with Professor A. Beckett, the Society's president, gave the profession's views on several issues ranging from the triple prescription scheme to the pharmacist's role in health care and drug development. ■



# Dr Maddock joins PSNC

Dr D.H. Maddock has been appointed a National Pharmaceutical Association representative on the Pharmaceutical Services Negotiating Committee. He replaces Mr Peter Taylor who resigned from PSNC for personal reasons.

Dr Maddock, former superintendent pharmacist of the R. Gordon Drummond pharmacy group, is now the proprietor of his own pharmacy in Padstow, North Cornwall. ■

## Consent for 'front room' dispensaries

A retail pharmacist urges his colleagues to write to their MPs or direct to the Minister for Health to draw attention to a decision taken recently which will allow "dispensing pharmacy" to be carried on from a residential property providing no retailing of goods is carried out — "Write if you feel threatened or in support of those who are!" says Mr M.L. Rood of Woolston near Southampton.

In November last year planning consent was granted on appeal for a "dispensing pharmacy" on the ground floor of a house in a conservation area zoned for residential use — in this location, a shop, requiring class I consent, is not possible. The Department of the Environment's inspector has overcome this restriction by announcing that, in his opinion, a dispensing pharmacy which does not make retail sales, is not a shop, and that this development will be covered by class XV consent (see also a letter on p191 from Mr R.A. Martin).

The DoE inspector said: "The

provision of a dispensing pharmacy so close to the surgeries of so many doctors would be of great assistance to many patients. There are apparently certain periods in the year, outside normal business hours, when none of the pharmacies in the area is open, and consequently patients would have to go about two miles to have their prescriptions dispensed. [Mr Rood says a normal rota service is provided]. The proposed dispensary would be open to complement the hours when the nearby doctors' surgeries operate." Mr Rood believes that this undertaking, given by a builder, "obviously influenced the DoE's decision."

He goes on to say: "The inspector discounts the effect on existing retail pharmacies in nearby (400 yards) shopping areas which provide a comprehensive service, including retail sales of restricted products, stating that 'concern for their viability does not affect his decision'."

"Surely if proximity, hours of opening and the sacrifice of the non-dispensing services of the comprehensive retail pharmacy are to be the main criteria in the future provision of pharmaceutical services, then that is a decision to be reached by the Minister for Health (who will have to foot the bills for more GP consultations and higher prescription numbers if retail sales are no longer made) together with the pharmaceutical and medical professions!"

Mr Rood concludes: "This is not a decision to be made by a builder and a town planner in ignorance of the consequences for the public."

"Every retail pharmacy not immediately next door to a surgery and not open throughout surgery hours is threatened by this decision. It is important that the Minister for Health is made fully aware of the possible consequences if this planning consent is allowed to stand." ■

## More court orders on perfume traders

Chanel Ltd, were granted temporary injunctions in the High Court in London last week, stopping two companies from "passing off" their perfumes as the real thing.

Mr Justice Whitford made the banning order against Even Numbers Perfumes Ltd, whose registered office is at Euan Close, Gilhurst Road, Edgbaston, Birmingham and Donbar Perfumes Ltd, whose registered office is in Oxford Street, Manchester and Mr Donald Thomas Clarke and his wife Barbara who control the two companies.

The Clarkes and the two companies had given more limited undertakings to the court last December, but Chanel have successfully claimed that they were entitled to a wider order. Chanel have, on several other occasions, been able to obtain court orders preventing traders

from dealing in products which infringe the company's trade marks. (*C&D*, December 19/26, 1981, p1138).

The judge said the Clarke's business involved making copies of various well-known scents under various even numbers — 2, 4, 6, 8 and so on. For their part, the Clarke's, and their companies, said there was absolutely no evidence of any intention to "pass off" their products as Chanel or to help others to do so.

But, said the judge, they had undoubtedly shown an intention to trade, if they could, on the reputation of Chanel and other well-known manufacturers of scents. And they had endeavoured to conceal their true intention to ensure that agents purchasing from them were going to be in a position to pass off the Even Numbers products as other people's.

It was a case where Chanel were clearly entitled to the order they sought which would remain in force until a full trial of Chanel's trade mark and passing off action. ■

## LPC proposal for drug payments via wholesalers

Somerset Local Pharmaceutical Committee have made proposals for a new simplified method of payment to contractors based on a single fee per item dispensed, with ingredient cost charged through a wholesaler-generated account as medicines are put back into stock each month.

The Somerset proposals have been made in response to the Pharmaceutical Services Negotiating Committee's document (*C&D*, October 31, p816), outlining methods of simplifying the contract — Somerset claim these are "merely a simplification of the method of payment of some of the gross profit elements as a single sum (divided into twelve monthly profit elements) called a Practice Allowance."

Somerset LPC have indicated to the PSNC that they will accept their proposed method for simplifying the contract provided that the following amendment is included: "It is the opinion of this meeting that the funding of any simplification of contract should be in the payment of ingredient costs — by contractors submitting all supplier's ethical invoices or statements pertaining to the month's dispensing with the prescriptions to pricing bureau."

In reply the secretariat of the PSNC said: "Such a simplification of the contract would be so fundamental that it would never be accepted by the PSNC as a condition precedent to the acceptance of the new method of payment."

However, the PSNC confirms that the *full* proposals will be discussed at their next meeting in February.

By reducing the largest cost (ingredients) to a common denominator and charging "medicines replaced" to the NHS through a detailed wholesalers statement, Somerset LPC believe: "... it would solve so many of the problems with the current system and answer many of the criticisms of the proposed new [PSNC] method."

Somerset LPC list these advantages for the contractor:

- ☐ A proper re-imbursement through the *replacement* value of drugs dispensed.
- ☐ Automatic adjustment of any increases (or decreases) of drug costs — because of the PSNC's lump sum approach, there would be no advantage or disadvantage in high or low cost prescriptions.
- ☐ Any discount, or surcharge, in goods or cash (for carriage paid orders) included in the statement.
- ☐ The "broken bulk" problem eliminated.
- ☐ The true cost of carrying duplicate generic and branded stocks identified.

Savings for the Government would include:

- ☐ Potential staff reductions at the Pricing Bureau or statistics department.



- ☐ Removal of any tendency to substitute of short-supply.
- ☐ Elimination of "ghost" items to cover irregular supplies.
- ☐ Elimination of possible savings made by dispensing doctors and pharmacists who may be able to recycle dispensed medicines and representatives samples etc.

Somerset say the apparent stumbling block for pharmacists, who need to account for existing dispensary stocks, could be taken care of by updating the nearest year-end stocktake, a once and for all purchase tax-to-VAT-style stocktaking or by including a "hire charge" within the PSNC's proposed Practice Allowance.

The system should enable the Government to pay more promptly, Somerset say, and the amount owned to the chemist should be reduced, particularly if the value of initial stock is repaid.

Somerset believe that although the introduction of a scheme depending on the use of a wholesalers' computers would involve some initial expense: "It would allow them to step off the downward spiral which is currently threatening the very support which contractors need to continue to give them a good service to the NHS patient." ■

## Deaths

**Mitchell:** On January 16, in hospital. Mr Ronald Francis Mitchell, MPS, Littleham Road, Exmouth, Devon. Mr Mitchell qualified in 1936. *Mr W. Rucker, of W. L. Bray, Chemists, writes:* With the death of Ron Mitchell, of the Littleham Pharmacy, Devon has lost one of its most senior pharmaceutical statesmen. For many years Ron worked for the wholesalers Evans, Gadd & Co and during this time he met and became life-long friends with most of the pharmacists in the West Country. After opening his own pharmacy in Exmouth, he maintained a strong link with wholesaling by serving on the Unichem West Country Regional Committee, and eventually became a member of the main board where he served until his retirement. He was a member of the Family Practitioner Committee and a long serving member of the Devon LPC.

But great as it was, his service was not only to pharmacy. He was a keen sailor, and a member of the Exe Sailing Club, and also secretary and leading light of the local sea cadets. Ron's attainments are too numerous to mention, but suffice it to say that he attempted many things in a long life of service and was successful in them all. He leaves many friends who will remember his cheerful and optimistic approach both to business and to life itself. He will be sadly missed by all his friends and colleagues in the West Country. ■

**Ball:** In his shop at Main Street, Grange-over-Sands, on January 3, Mr William Ball, MPS. Mr Ball was in his eighties, and a former manager of the local Boots branch.

# TOPICAL REFLECTIONS

By Xrayser

## Wholesaling

I have a keen interest in the futures of my wholesalers, since I need them daily to keep me in business. But I have to feel concern when I see Unichem go from strength to strength, while Sangers head for another top-level re-assessment.

From my experience the sooner they get their direct order entry computer functional in all the branches the better, because the management at my branch have worked hard to show they intend to succeed or go down fighting. I have noticed a new flexibility to deal with local competition which is most refreshing. I trust that for their sakes, as well as my own, the new "Whyte hope" is just that, and the changes now under way are designed to strengthen the firm, not wind it up for the assets.

## Idiotic rules

I thought this month's issue of the *NPA Supplement* was rather good, with a whole lot of information I can use. I'm not being funny either. I was pretty hazy about the regulations regarding the sale of chloroform and carbon tetrachloride, being under the impression that the sale was forbidden except to bona fide manufacturers for use in commercial applications.

So now I can sell carbon tet (cmmcl), and chloroform too as a solvent for plastics maybe. But where do you get commercial chloroform? Every time I try to order it I get sent BP quality and we can't sell that, even though we know what the customer wants it for. Another idiotic regulation.

## Family doctor

What a comforting image those two words conjour up — the kindly old Dr Cameron figure giving care, common sense, and today's up-to-date modern miracles of medicine. And the booklets we sell coast home on that warm image, though in common with Keith Jenkins of Norfolk I shall not be selling "Is your medicine really necessary?" because I too find the tone offensive.

Yet I don't think this one booklet enough cause to hide the rest of the publications, because they fill a need and in the main do it responsibly. There may be occasion for the NPA to take a more critical look at the series, however, and perhaps to consider whether it's time to introduce a matching publication themselves, which is complementary to

the others but fills some of the gaps.

As an example, one of the things I am most commonly asked for is a calorie chart, while information on diet is regularly sought. Health foods, whatever they may be, could do with defining and a full dissertation on vitamins to help combat some of the nonsense peddled by those whose main motives seem to be laying their hands on the money of the gullible.

Perhaps, too, we could put out our own first aid booklet? All published under the "Family Chemist" label, which must carry a well-regarded image if we are to believe the evidence of our ears during our daily work. Why not capitalise on our assets properly?

## About time too!

Not before time, the DHSS has agreed to the introduction of the 100 units per ml insulin, so we will be able to look forward to an interesting time of explanation and instruction over the next two years while it is being phased in. It really ought to have been introduced when the new insulins came onto the market, for such a change then would have been accepted as a matter of course, inherent with the improved products. However, since the greatness of this country does not appear to be founded on an ability to anticipate or even prepare for change, none of us will be surprised there is no standard for UK production of a suitable syringe, though with typical "hurry up" the BSI *has* issued a draft which "if all goes well" might be published in six to nine months. Why not days?

## . . . a glass darkly

I had to have my eyes tested recently, learning that I need only a 1.5 dioptré correction for each eye. Not a lot, but the frames would cost £40 and the lenses £15 — OK? "Well no," I said. "Seems rather a lot for simple glasses, could you make them up in my own frames please?" A grudging yes, so I went to the shop, knocked the tinted lenses from a nice pair of sunglasses, with strong hinges and good appearance and went from there.

Mean? I don't think so, but in common with many people, I object to extortions based on monopoly. I think the opticians have themselves to blame that they are being challenged. ■



## 'Purer' antidepressant acts on serotonin pathways only

Astra have introduced an antidepressant, zimelidine, which only potentiates the action of serotonin and therefore has less side effects than the tricyclics.

One of the neurotransmitters implicated in the aetiology of depression is 5-hydroxytryptamine (5-HT or serotonin). At central synapses, zimelidine blocks the re-uptake of 5-HT thus prolonging its availability for action on post-synaptic receptors. Extensive clinical trials have demonstrated an overall efficacy at least comparable to that of amitriptyline in major depressive illness, Astra say, with a prominent effect on mood and anxiety that is not combined with an overall sedative effect.

Because it does not affect other pharmacological systems, zimelidine is devoid of the side-effects associated with tricyclic treatment, particularly those caused by anticholinergic properties. The risk of direct pharmacological interaction with other drugs is also minimised because of the selective action. The active metabolite, norzimelidine, has a half-life of about 17 hours, and as plasma drug level variation is extremely low compared to that seen with tricyclics and unpleasant side-effects are not normally seen, zimelidine can be given in a once-daily dosage.

### Zelmid tablets

**Manufacturer** Astra Pharmaceuticals Ltd, King George's Avenue, Watford, Herts

**Description** White film-coated tablets marked  $\frac{1}{100}$  or  $\frac{1}{200}$  each containing, respectively, zimelidine 100mg or 200mg

**Indications** Management of major depressive illness

**Dosage** 200mg daily, taken in two divided doses if needed. Patients who do not respond to this dose can take 300mg daily in divided doses. Elderly patients (over 65) are recommended to take 100mg daily, initially, as a reduction in eliminatory capacity may be present, increasing to 200mg daily if necessary. Not currently recommended for children

**Contraindications** Hypersensitivity to zimelidine, mania, severe liver disease. Pregnancy or breast-feeding.

**Precautions** Care must be taken in patients suffering from uncontrolled epilepsy and lowered seizure threshold. Patients suffering from hepatic, renal, or cardiac insufficiency, recent myocardial infarction, heart block or arrhythmias should be carefully monitored as should

elderly and debilitated patients. Animal work has shown adverse effects on sexual performance and this might occur in humans. Patients with severe depression who pose a high suicide risk should be kept under close surveillance, particularly during the early stages of treatment. Although zimelidine has only weak anticholinergic properties it should be used cautiously in patients with conditions which would worsen under anticholinergic influence. MAOIs should be discontinued

## Broad-spectrum penicillin

Lederle are introducing a parenteral semi-synthetic penicillin with a wide antibacterial spectrum which they say is unsurpassed by any other penicillin.

Piperacillin is inactivated by beta-lactamases but rapid penetration of the bacterial cell wall means it may be able to work before the enzymes are produced and it is active against *Pseudomonas*, *Klebsiella* and *Proteus spp.* It is not, however, active against beta-lactamase producing staphylococci but may be used in combination with flucloxacillin.

### Pipril injection

**Manufacturer** Lederle Laboratories Division, Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants

**Description** Vials containing 1g or 2g and infusion bottles containing 4g of piperacillin as the sodium salt

**Indications** Broad spectrum bactericidal penicillin antibiotic indicated for the treatment of infections caused by sensitive organisms

**Dosage** Pipril may be given by slow intravenous injection, by intravenous infusion or by intramuscular injection (see literature for reconstitution details) Recommended adult dosages are 100-150mg/kg/day in mild and uncomplicated infections; 200-300mg/kg/day in serious and complicated infections, and not less than 16g/day in life-threatening infections, particularly when caused by *Pseudomonas* and *Klebsiella spp.*, all divided into two or three daily doses. For treating acute gonorrhoea a single dose of 2g intramuscularly is recommended. Dosages should be adjusted in patients with renal insufficiency. See literature for

two weeks before starting Zelmid and a review of antihypertensive therapy is advisable. Care should be taken in concomitant treatment with sympathomimetic. The depressant effect of alcohol might be potentiated

**Side effects** Headache, nausea, indigestion and perspiration are the most common. Single cases of postural hypotension and clinically non-significant ECG changes and isolated cases of allergic reaction, reversible anaemia, leucopenia, thrombocytopenia, and transient increases in transaminases have been reported. Although Zelmid does not induce sedation which can lead to impairment of psychomotor skills, depressed patients should be warned to exercise extra care when driving or operating machinery

**Packs** 100mg, 100-tablets (£42.25); 200mg, 28-tablets (£18.20 — both trade)

**Supply restrictions** Prescription only  
**Issued** January 1982 ■

details of paediatric and neonatal regimens.

Pipril acts synergistically with aminoglycosides and full therapeutic doses of both drugs may be used in life-threatening infections or in patients with impaired immune status. They should be administered separately. It may be used with B-lactamase resistant penicillins and with metronidazole. Cefoxitin should not be given concurrently in *Pseudomonas* infections due to possible antagonism

**Contraindications** Penicillin or severe cephalosporin hypersensitivity

**Precautions** Safety in pregnant or lactating women has not been established. Use with caution in patients with infectious mononucleosis. Although not reported to date with piperacillin sodium, serious and occasionally fatal

anaphylactic reactions have been reported in patients receiving other penicillins  
**Side effects** Gastro-intestinal disturbances have been reported and transient leucopenia, neutropenia and/or eosinophilia can occur. Pain after intramuscular injections (rarely accompanied by induration) has been observed infrequently. This can be minimised by reconstituting with 0.5 per cent lignocaine

**Pharmaceutical precautions** Should be freshly prepared prior to administration, any unused solution being discarded. Pipril is stable for at least 24 hours at room temperature or 48 hours at 4°C when diluted with the recommended infusion fluids. It should not be diluted with solutions containing only sodium bicarbonate and should not be added to blood products or protein hydrolysates. It is compatible over 24 hours at room temperature when mixed with cephazolin sodium, flucloxacillin sodium, cephmandole nafate or cefoxitin sodium in either dextrose 5 per cent and saline 0.9 per cent or lactated Ringer's injections  
**Packs** 1g vial (£2.50), 2g vial (£4.95), 4g infusion (£9.80 — all trade)

**Supply restrictions** Prescription only  
**Issued** February 1, 1982 ■



# COUNTERPOINTS

## Total diet course from Unipharm

A complete diet plan containing a crunch bar, a liquid meal and a course of in-betweeners is being introduced by Unipharm. Slimgard 5 day diet regulates the slimmer to between 800-1000 calories a day in a five day regimen. The crunch bar has 150 calories and is recommended to be eaten with a cup of black tea or coffee. For lunch there is the fluid drink supplied in a sachet and coming in three flavours — strawberry, vanilla and chocolate. A dinner of between 460-600 calories uses up the day's calorie allocation.

Included in the pack are a range of recipes and a basic exercise programme which is recommended for 7 minutes each morning.

There will be a £750,000 advertising campaign taking an educational theme, which will run in the women's, national and slimming Press from March. Distributors are *Beecham Ltd, Great West Road, Brentford, Middlesex*. ■

## PRESCRIPTION SPECIALITIES

### Spectralgen pollen antigens

A purified, standardised range of pollen preparations has been introduced for desensitising patients allergic to tree or grass pollens.

The preparation is called Spectralgen and the manufacturers, Pharmacia, say it was developed to meet specialists' demands for purer allergens with a known degree of immunological activity so that treatment could be fully controllable. Although Pharmacia want initial experience with the product to be gained primarily by specialists, it will be available to general practitioners. However they will not be directly promoting to GPs. Two formulations are available — depot preparations and aqueous injections — the latter is intended for "semi-rush" treatment given by specialist clinics only.

The depot preparation consists of four 4.5ml multi-dose vials of increasing strengths and the conventional regimen is three injections each from the first three strengths followed by five injections of the highest strength, all given at one or half-weekly intervals. Maintenance treatment consists of the high strength injections repeated at 4-6 week intervals.



*The Roc counter promotion unit contains twelve duo packs of cleanser and tonic with £1 off the normal combined retail price. The duo packs are equally divided between the most popular skin types, combination and dry. Roc (UK) Ltd, 13 Grosvenor Crescent, London SW1X 7EE*

Pharmacia recommend that after two years on maintenance therapy the patient should be assessed to see if treatment can be stopped.

Trade prices for the depot kits range from £36 to £51.50 depending on the pollen used (four different grass species are available). Although wholesalers are not currently keeping stocks pharmacists should order through them from the distributors who are *Farillion Ltd, Bryant Avenue, Romford, Essex RM3 0PJ*. ■

### Atrovent nebuliser solution

**Manufacturer** Boehringer Ingelheim Ltd, Southern Industrial Estate, Bracknell, Berks RG12 4YS

**Description** Aqueous solution containing 0.25mg ipratropium bromide per ml for administration by inhalation

**Indications** Treatment of reversible airways obstruction

**Dosage** Adults: 0.1-0.5mg up to four times daily. Single doses of 2mg have been safely given. Children (3-14 years): 0.1-0.5mg up to three times daily. Single doses of 1mg have been safely given.

May be administered from an intermittent positive pressure ventilator or from suitable nebulisers. The recommended dose can be achieved by nebulising 0.4-2ml solution using the integral dropper as a measure (20 drops equals 1ml) and diluting in normal saline or sterile distilled water

**Contraindications, precautions etc** As for other Atrovent preparations. Patients must be instructed in the correct administration of the solution and warned not to allow the solution or mist to enter the eyes

**Pharmaceutical precautions** Once the bottle has been opened the contents should not be kept for longer than one month. Following dilution the solution should be used within 24 hours

**Packs** 20ml (£1.56 trade)

**Supply restrictions** Prescription only

**Issued** February 1, 1982 ■

## Velosef injections reformulated

All Velosef injectable presentations have been reformulated to include the base L-arginine. The change has several advantages, say the manufacturers: intramuscular injections are less painful, the new formulation is sodium-free, and is compatible with a wider range of IV fluids. The new formulation will be supplied on all orders from February 1.

In addition a 2g vial is now available (£3.90 trade) containing 2g of cephadrine with L-arginine as a sterile powder for reconstitution. *E. R. Squibb & Sons Ltd, Reeds Lane, Moreton, Merseyside*. ■

## Ciba-Geigy transfer ophthalmics to Zyma

Zyma (UK) Ltd will take over, on February 1, the marketing of all ophthalmic products presently marketed by Ciba Laboratories and Geigy Pharmaceuticals.

The proprietary names of the ophthalmic products will remain unchanged, but packaging will be in the Zyma livery. Distribution will still be carried out by Ciba-Geigy pharmaceuticals division on behalf of Zyma. Formulations are unchanged.

Queries relating to Otrivine-Antistin eye drops, Ismelin eye drops, Tanderil eye ointment and Tanderil chloramphenicol eye ointment should now be addressed to *Zyma (UK) Ltd, Hurdfield Industrial Estate, Macclesfield, Cheshire*. ■

## Floraquin deleted

Searle Pharmaceuticals have discontinued Floraquin pessaries, and the product will not be available after February 1. *Searle Pharmaceuticals, Whalton Road, Morpeth, Northumberland*. ■

## Cedocard strength

Tillotts are introducing a 10mg strength of Cedocard tablets (100, £1.52 trade). *Tillotts Laboratories, Henlow Trading Estate, Henlow, Beds SG16 6DS*.



## Blue II relaunch

Gillette are currently relaunching the Blue II double-edge disposable razor.

Disposables are the fastest growing sector of the wet shaving market and more than 200m have been sold over the past year.

Blue II is to be supported by a £1m advertising and promotional spend. It will be featured in a £¾m national television advertising campaign commencing February and running concurrently with a major Press campaign. Consumer offers are planned and new display aids will be available at POS. *Gillette (UK) Ltd, Isleworth, Middlesex.* ■

## Coupon card from Kleenex

Kleenex family toilet tissues' "biggest ever" on-pack promotion is a 50p coupon card being offered during February, March and April. Consumers are invited to send five wrappers, four of which must be special packs, to receive five 10p coupons back for money off their next five purchases. The offer does not close until June 30.

A further £1.3 million worth of 5p coupons will be distributed through the

*Daily Mail, Daily Express, Daily Mirror, Sun, Daily Star, Daily Record and Radio Times.* This will bring the total national advertising spend for the brand for January and February to £500,000. Kimberly-Clark expect the total promotional budget to reach £3.5m during 1982, including £1.5m for television.

The company says that sales of Kleenex family toilet tissue has grown from £8m in 1978 to £28m in 1981 at RSP, and now claims a record 10.9 per cent market share. *Kimberly-Clark Ltd, Larkfield, near Maidstone, Kent.* ■

## Esoterica supplies

Norcliff Thayer have taken over the distribution of Esoterica products from Revlon. Packaging has been modified and the product range streamlined. Esoterica will now be available in — regular (£3.49), fortified with sun-screen (£3.99) and facial with moisturiser (£3.99).

It will continue to be sold through department stores, but Norcliff Thayer will be putting a "concerted effort into increasing distribution through retail chemists." A Press campaign to re-launch the product is planned. *Norcliff Thayer, St Leonards House, St Leonards Road, Eastbourne, Sussex.* ■

## Vestric promotions in February

Vestric February promotions will be backed by a national Press advertising campaign which includes half page ads in the *Daily Express* and *Daily Mail*. On offer are Vantage all-in-one nappies with elasticated leg, Bristows shampoo, Colgate MFP fluoride, Johnson's baby lotion, Libresse Bodyform (16 for the price of 12 pack), Steradent tablets and Sunsilk hairspray. *Vestric Ltd, West Lane, Runcorn, Cheshire, WA7 2PE.* ■

## ... and Numark's

Numark's next national promotion will run in-store from February 8-20, inclusive.

In addition to the items on promotion, Numark retailers will be invited to enter the Numark / Curity Snugglers lucky draw, the 30 prizes for which will be two personalised bottles of champagne.

Numark's superbuy specials include Nice 'n' Easy, Dettol, Andrex, Curity Snugglers (complete range), Fashion Style

perms, Harmony hairspray, Ribena, Bic disposable razors, Imperial Leather soap, Silkience conditioner, Dr Whites (2 free towels), Lil-lets (complete range) and Body Mist 2 antiperspirant trial packs. All these items will be advertised in the *Daily Mirror, Sun, Sunday Post, Woman's Realm, Woman's Weekly* and on Ulster television. Other superbuy specials include Radox herbal bath, Dextrosol, Gillette G11 (one cartridge free), Handy Andies, Bristows shampoo, Gillette Foamy, Atrix cream and lotion, Batiste dry shampoo and Complian. Optional extras will include Eye Dew, Transvasin, Mentholiptus, Clearguard creams, Deep Heat and Germolene. *Independent Chemists Marketing Ltd, 51 Boreham Wood Road, Warminster, Wilts.* ■

## ... and Unichem's

A selection of sundries will be on offer to Unichem members from February 1-27. They are the Denman brush range, Wisdom / Addis duet, Dunbee bibs, Ever Ready corn and callous knife / replacement blades and chiropody block, Oral B dental floss and Ever Ready single edge blades. *Unichem Ltd, Crown House, Morden, Surrey.* ■

## Fenjal available as shower creme

Beecham are adding a shower creme to their Fenjal creme bath range. In two fragrances, classic and spring, the shower creme comes in a 150ml plastic bottle with flip-top lid. It can be roped to the wrist. The company believes the Fenjal launch is opportune with new showers being installed at the rate of 500,000 a year and when there is still only a limited choice of shower products available.

A counter display unit holding 12 of each variant is available at the introductory offer price of £2.45 (normal price £2.75) with one free unit as a bonus. Discounts are available on both the shower creme and the other Fenjal range items. *Beecham Toiletries, Beecham House, Great West Road, Isleworth, Middlesex.* ■

## HPD in strawberry

Unicliffe have added a strawberry flavour to their HPD 5-day diet/slimming programme.

Until now, HPD has only been available in three flavours — original, chocolate and vanilla. The launch will be supported by eight months continuous advertising in the female Press as well as promotional and PR activity. *Unicliffe Ltd, 5 Trident Way, Brent Road, Southall, Middlesex UB2 5LF.* ■

## ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Anadin:	All areas
Askit powders:	Sc, G
Bic razor:	Ln, M, Lc, WW
Buttercup cough syrup:	All areas
Buttercup sweets:	M, Ln, Y, NE
Colgate Dental Cream:	All areas
Contac 400:	All areas
Farley's rusks:	Ln, M, Y, NE, G
Moncler Derma:	All areas
Mucron:	Ln, M, Lc, Y, Sc, NE
Night/Day Nurse:	All areas
Paddi Cosifits:	All areas
Palmolive soap:	All except We, B, E, CI
Pharmacin:	All areas
Sanatogen multi-vitamins:	All areas
Scholl thermal insoles:	All areas
Signal toothpaste:	All areas
Snugglers disposable nappies:	All except E
Steradent Fresh:	All areas



The bright new horizons of .....

# Early Days<sup>TM</sup>

**SPECIAL**  
RETAIL PACK OFFER

An excitingly fresh range of baby care products from **embee**  
especially designed to be  
modern in style, practical in use and hygienically safe  
— all such important features to ensure  
satisfied customers and lasting commercial success!



Mendle Bros. Ltd., Ferndale, Rhondda,  
Mid Glam., CF43 3EW Tel: 0443 730784

Name .....

Address.....

Please send me an 'Early Days' brochure  
and details of my nearest stockist.

Tel .....





# SlimGard in type of diet.

The crunchy diet.



The liquid diet.



The nibbling diet.





# Introduce a new Or is it three?

The new SlimGard 5 Day Diet is quite unlike any diet product you've ever had to sell.

It's a completely new concept in meal replacement diets.

Designed to be easier for slimmers to stick to, and altogether more effective.

You see, the SlimGard 5 Day Diet isn't a liquid diet.

Or a solid diet.

Or one of those diets that tries to take away your appetite.

It's all three. In one neat package that gives slimmers a complete 5 day regime.

The solid part of the 5 Day Diet comes in the shape of a nourishing Slimmers' Crunch Bar.

While the liquid Slimmers' Meal is available in a choice of three delicious flavours: Strawberry, Vanilla or Chocolate.

Finally, there is a course of

Slimmers' In Betweeners to help stop slimmers nibbling.

It all adds up to the most exciting dieting development ever.

One that deserves a bold advertising launch. And one that will be getting it.

Starting in March, we will be running a national advertising campaign in women's magazines, national press and the slimming press.

And we'll be appearing right the way through the peak consumption months, until August.

Our total spend will be a massive £750,000.

So, see your Beecham representative next time he calls.

And make sure you stock up with the SlimGard 5 Day Diet.

There's more in it for the slimmer. And there's more in it for you too.





# Veganin

## TOOTHACHE RELIEVED

also

## HEADACHE BACKACHE INFLUENZA PERIOD PAINS

The leading pharmacy only analgesic  
and a worthwhile recommendation  
for you and your customers.

Headache · Toothache · Backache · Influenza · Period Pains

# Veganin\*

Pain Relief Tablets

## WARNER

part of the Warner-Lambert Group

**good products for you and your customers**

#### Presentation

White tablets containing:  
Paracetamol Ph. Eur. 250.00 mg Aspirin Ph.  
Eur. 250.00 mg Codeine Phosphate Ph. Eur.  
6.80 mg

#### Uses

VEGANIN provides analgesic and antipyretic  
properties. It is indicated in influenza and

other conditions which require an antipyretic  
and for all kind of mild to moderate pain,  
especially headache, dysmenorrhoea,  
rheumatism and toothache.

#### Dosage

**Adults:** one or two tablets to be swallowed  
every 3 to 4 hours up to a maximum of  
8 tablets in 24 hours.

**Children:** (6-12 years): 1/2 to 1 tablet to be  
swallowed every 4 hours up to a maximum of  
4 tablets in 24 hours.

**Children under 6 years:** not recommended.

#### Contra-indications

Hypersensitivity to any of the components.  
Not to be used by patients suffering from  
active peptic ulceration and haemophilia.

#### Warnings

Not recommended to be used in pregnancy.  
The stated doses should not be exceeded.

#### Package Quantities

Cartons containing 10, 20 and 50 tablets in  
opaque blisters. Price to pharmacy as at 12.80  
of £ 23, £ 385, £ 8225 respectively.

Product Licence Holder: William R. Warner & Co. Ltd., Usk Road, Pontypool, Gwent, NP23 4DYH. Product Licence Number: 0012/5011R

Full technical information and data sheets available upon request.

\*Trade mark R81055



## 'Magic' promotion for Nova's new 35mm

Nova are introducing a new full-frame 35mm camera with integral electronic flash.

Called the Nova 35F, it features a slide-into-action electronic flash, with auto switch-on which delivers a guide number on 14 metres (45 feet) with 100 ASA film. After use, the flash clicks back into position and switches itself off. Simple weather symbols control the exposure over click-stop settings covering cloudy/flash, normal and sunny conditions for 100 ASA/21 DIN up to the new 400 ASA/27 DIN high speed films. The lens is a f5.6/38mm of 4-element construction. Taking sharp pictures as close as 5 feet, the clear, bright-frame viewfinder includes close-up indication for picture composition. Other features include easy film loading, frame counter, smooth shutter release and an auto-interlocking film switch which dispenses with leverwind in favour of a thumb-flick "wheel".

A "ready" light indicates the flash is ready to fire. All Nova cameras have a "no quibble" replacement guarantee. If a fault develops simply return to Nova Cameras Ltd, for a complete replacement with a new camera.

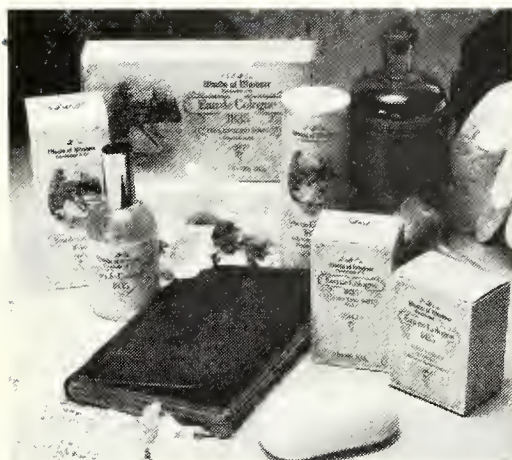
Complete with wrist-strap, pouch case and full instructions, the Nova 35F sells in the shops for around £25. Fully supported by the Paul Daniels promotion, a free card trick is available with every camera plus a "Guide to better photographs" and "Meet Paul Daniels" competition form. *Nova Cameras Ltd, Unit 17, Loomer Road Industrial Estate, Chesterton, Newcastle, Staffs. Telephone (0782) 566611. ■*

## Holgran home data

Holgran Foods are offering an information service specifically to home economists, dealing with the range of products they currently market. *Holgran Foods Ltd, Granary House, Wetmore Road, Burton-on-Trent, Staffs. ■*

## Linco Beer spend

Carter Wallace have allocated a £250,000 media spend this year, beginning in February with a full-page colour campaign in the women's Press which includes several multi-page colour promotions, featuring haircare and hairstyling. *Carter-Wallace Ltd, Wear Bay Road, Folkestone, Kent. ■*



*Woods of Windsor new eau de cologne 1835 range*

## Fast rise for 'slow release' fresheners

In the airfreshener market the slow release sector has been the most successful, tripling in volume since 1976 according to a review in the latest Mintel survey.

Market volume for this sector is estimated at 40 million units, a 10 million unit increase over 1980 and in terms of value it is expected to grow from £14m to £19m in the same period.

Other sectors in the airfreshener market, reputed to be "the fastest growing non-food grocery market" also did well says the report. The aerosol sector saw an increase of 6 per cent in volume consumption to stand at 19m units, the carpet freshener powder sector has grown from zero to an estimated 12.5m units but PD block sales have declined.

Advertising support has been intensified and Mintel predict that 1981 is likely to continue the past trend of quadrupling the spend from year to year. The figures for the first six months show expenditure of £2,040,000 against a total 1980 expenditure of £3,665,000.

The report says the market will continue to grow but not at the rate of the past two years. Existing products will consolidate their gains, "but it is felt that there will be concentration on fewer brands and some delisting is bound to take place. However because of market segmentation retailers probably have to stock a wider variety of products than they would like."

The insecticide market, also considered by the report, is valued at £11.5m rsp in the UK and has remained static over the past five years because of the run of cool Summers. In real terms the advertising expenditure has declined and aerosols are seen as the most important product category. *The Mintel Report on Insecticides and Airfresheners, 20 Buckingham Street, London WC2N. ■*

## Rocket booster

Rand Rocket are currently offering a free scissors chain with their three fastest selling nurses scissors (5in blunt sharp, 5in sharp sharp and 5in blunt blunt) and there is 5p and 3p off packs of Salvelox Express plasters. *Rand Rocket Ltd, Algrey Estate, Sharps Way, Hitchin, Herts SG4 0JA. ■*

## Oxy on Capital

Radio advertising for Oxy will "substantially increase" in 1982 say Berk Pharmaceuticals. Thirty second commercials on Capital Radio will run until the end of March, and commence at the end of February in Scotland and Lancashire.

The company says that in some advertised areas, sales increased by as much as 40 per cent. *Berk Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, Sussex BN21 3YG. ■*

## More TV for Farley

Farley Rusks will be back on television this week with an advertising campaign in the London, Midlands, Yorkshire, Tyne-Tees and Granada regions featuring the "Be-Bop-A-Lula" and "Chantilly Lace" commercials. In all there will be £700,000 promotional backing for Farley Rusks this year including on-pack offers, personalised in-store promotions and new point-of-sale material. *Farley Health Products Ltd, Torr Lane, Plymouth, Devon. ■*

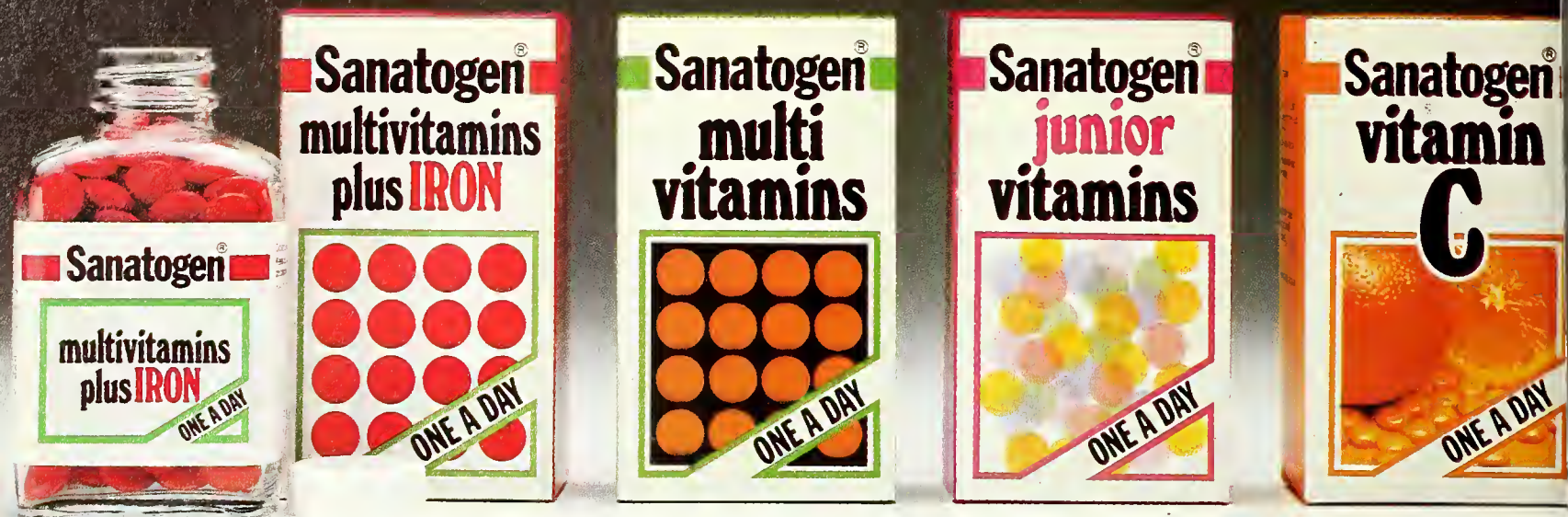
## More Dr White's

Two free towels are currently included in Dr White's packs of 10 in both sizes. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ. ■*

## 'Ritz' goes Chinese

Charles of the Ritz have taken their Spring story from Chinese porcelains. Included are Revenescence moisture reserve make-up in honey beige (£7.95), Ritz protective nail colour (£2.50), eyeshadow pommade (£4.50), Revenescence Cheekglow in gingerglow (£7.25), Revenescence pressed eyeshadow in peacock blue and earthen amber (£5.50) and Ritz lips in no 26 (£2.65). *Charles of the Ritz Ltd, 51 Charles Street, London W1X 7PA. ■*





# HE'LL OPEN YOU'LL TAKE





Your favourite Sanatogen Vitamin salesman is coming bouncing back to your screens in January with our biggest ever TV campaign.

From then until the end of March he'll be popping up all over the country,

# **IN THE BOX. THE MONEY.**

doing a great job of selling Sanatogen Vitamins.

Sanatogen Vitamins is already one of the biggest selling ranges of vitamins in the country. And, when this little chap jumps out of his box again, you'll see another lively leap in sales.

So keep taking the Sanatogen Vitamins and you'll see an equally healthy growth in your profits.

**SANATOGEN VITAMINS.**  
**ONE A DAY, EVERY DAY FOR POSITIVE HEALTH.**



## Liquid foundation in six shades

Leichner are launching Kamera Klear liquid foundation containing a filter to protect skin from both UVA and UVB rays. It is not a total sun block and has a light texture to give a smooth, even finish says the company.

Six shades are available, soft amber, pale beige, starlight pearl, warm beige, bronze glow and toasted beige (£1.65). *Leichner L. (London) Ltd, 202 Terminus Road, Eastbourne, East Sussex BN21 3DF. ■*

## Bathroom novelty for Listerine

A natural pine toothbrush and mug holder is the latest consumer offer with Listerine antiseptic mouthwash.

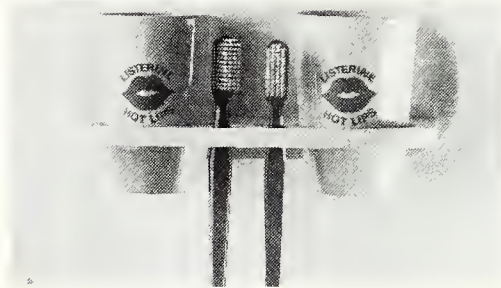
The holder contains two yellow tooth mugs bearing the words "Listerine Hot Lips" around a pair of red lips and is available for £2.99. *Warner-Lambert consumer products division, Mitchell House, Southampton Road, Eastleigh, Hampshire SO5 5RY. ■*

## Arden go 'Primitive'

Primitives from Elizabeth Arden include three colour palettes for the Spring collection — "savagely sands, sun-baked terracotta mixed with primaevae greens and browns", wild fires "raw, rich reds with natural shades of earth and wild grass" and primitive corals "the warm, tawny corals of pottery and tiles accented by pagan blues and browns". The shades will be available from March 15. *Elizabeth Arden Ltd, 13 Hanover Square, London W1. ■*

## Photopia additions

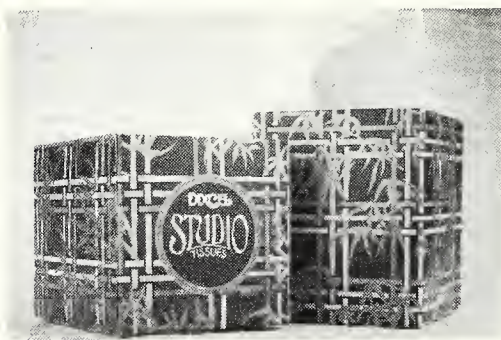
Photopia are introducing a range of accessories to give slide shows that "extra edge." One is the new Gepe hand mounting press (around £10). Mounting is performed by placing half of the mount on the battery illuminated face plate, inserting the transparency, positioning the other half of the mount and pulling down the handle mounting the slide instantly with a single click. *Photopia Ltd, Hempstalls Lane, Newcastle, Staffs ST5 0SW. ■*



## Bodyform campaign stepped up

Three female dancers from Hot Gossip are the latest personalities to appear in the Bodyform Press campaign, comprising double page spreads in all the major women's Press and backed up by commercials on Radio Luxembourg featuring Sally James and Liza Goddard. Consumer sales are said to have doubled over the past year. To maintain this growth Bowater Scott will be offering 16 towels for the price of 12 until the end of February. *Bowater Scott Corporation Ltd, Bowater Scott House, East Grinstead, West Sussex RH19 1UR. ■*

*British Tissues have repackaged Dixcel studio tissues. The packs now feature a gold leaf design in two colourways, magenta / pink and forest green / blue and will be available from February. British Tissues Ltd, 101 Whitby Road, Slough, Berks SL1 3DT*



## In-store boost for Seven Seas

British Cod Liver Oils are giving their Seven Seas health supplement range an in-store boost by appointing health food advisors from the staff of each pharmacy. The company will keep their advisors fully informed of new trends and will also provide teach-ins, a questions-answered service, product information and a regular news-sheet. Pharmacists who have not yet been visited by a company representative should contact *British Cod Liver Oils Ltd, Marfleet, Hull, North Humberside HU9 5NJ. ■*

## Optrex ad wins radio award

The Optrex "Bloop Bloop" radio commercial has won an award for creative radio advertising.

The sixty second commercial, which demonstrated the soothing effects of Optrex Drops in musical terms won the best cosmetics, toiletries and pharmaceuticals commercial section of the independent Radio Advertising Awards.

The success of the campaign, which contributed to an annual sales increase for Optrex Drops of 6 per cent in unit terms in 1981, has led Optrex to consider the possibility of using the commercial again in 1982. *Optrex Ltd, Optrex House, Jays Close, Basingstoke, Hants RG22 4LT. ■*

## Spring shades from Max Factor

Spring shades from the Max Factor soda fountain include for the eyes three circular compacts each containing six eye shadows. The compacts — peppermint park (blue shades), blueberry hill (a blend of blues and greys with muted pinks and mauves) and hot fudge sundae (chocolate and brown shades) retail at £2.45 each.

Six shades of lipstick are available, tangerine dream, hazelnut whip, lilac wine, candy floss, raspberry ripple and turkish delight (£1.35) as are six shades of nail colour three of which are new lines — cherryade, toffee surprise and sugar me (£1.35). *Max Factor Ltd, 75 Davies Street, London W1Y 1FA. ■*



# Profit-conscious chemists stock Pholcomed.

Pholcomed sales just keep on going up. And up. And up. And up. And up. Ever since Medo Chemicals – a division of Sanol Schwarz – began promoting Pholcomed as the Cough Confounder, profit-conscious chemists have become even more so. Pholcomed is a complete antitussive range. For children. For adults. For diabetics. Advertised in the press. Advertised on radio. Well supported in store.

So, if it's not on your shelves, we think it must be an oversight. After all, you're a profit-conscious chemist, too, aren't you? The coupon will bring you full details plus a sample.

To Medo Chemicals Ltd, The Limes, 30 High Street, Chesham, Bucks HP5 1EF.

I'd like to become more conscious of Pholcomed profit.

Name.....Pharmacy.....

Address.....





# Be competitive Be unbeatable



**Steradent**

Offer Price  
24 x 30  
**£10.56**  
Sell at 61p

**VANTAGE** MEMBER PRICE  
**£10.08**  
Sell at 58p

Profit on Cost  
**20%**



**Johnson's**  
**Bristows**

Offer Price  
24 x 120ml  
**£10.68**  
Sell at 62p

**VANTAGE** MEMBER PRICE  
**£10.20**  
Sell at 59p

Profit on Cost  
**20%**

Offer Price  
12 x 125ml  
**£3.54**  
Sell at 41p

**VANTAGE** MEMBER PRICE  
**£3.36**  
Sell at 39p

**Sunsilk**



Profit on Cost  
**20%**



Profit on Cost  
**20%**

Offer Price  
20 x 12  
**£7.60**  
Sell at 53p

**VANTAGE** MEMBER PRICE  
**£7.20**  
Sell at 51p

**Libresse**

**colgate**



Offer Price  
36 x Lge  
**£8.10**  
Sell at 31p

**VANTAGE** MEMBER PRICE  
**£7.74**  
Sell at 30p

Profit on Cost  
**20%**

Offer Price  
12 x Lge  
**£6.12**  
Sell at 70p

**VANTAGE** MEMBER PRICE  
**£5.82**  
Sell at 67p

Product		Size/Pack	Normal Price R.S.P.		Vestric Price R.S.P.		Vantage Price R.S.P.		Profit on Cost %
<b>ALBERTO BALSAM</b>	Balsam Conditioner (All Types)	12 x 100ml	6.18	.79	4.32	.50	4.20	.49	20%
	Shampoo (All Types)	12 x 125ml	6.18	.79	3.36	.39	3.24	.38	20%
	Dandruff Shampoo (All Types)	12 x 125ml	6.18	.79	3.36	.39	3.24	.38	20%
<b>ASPRO</b>	Regular	24 x 24	10.695	.64	8.91	.64	8.75	RPM	50%
		12 x 60	10.275	1.23	8.57	1.23	8.41	RPM	50%
		6 x 120	7.50	1.79	6.25	1.79	6.13	RPM	50%
	Clear	12 x 16	4.46	.57	3.71	.57	3.65	RPM	50%
		12 x 30	7.745	.99	6.46	.99	6.34	RPM	50%
<b>Belle Color</b>	(All Colours)	3	2.93	1.56	2.10	.99	2.04	.96	23%
	(All Types)	12 x 100ml	6.02	.77	4.14	.48	4.02	.46	20%
<b>Bristows HAIR SPRAY</b>		12 x 175ml	8.52	1.09	5.82	.67	5.61	.65	20%
	Looped Towels	24 x 1-10	9.72	—	7.56	.44	7.44	.43	20%
<b>Cameo</b>		24 x 2-10	11.09	—	8.64	.50	8.40	.49	20%
		24 x 3-10	13.66	—	10.68	.62	10.44	.60	20%
	Press on Towels (Regular)	24 x 10	7.53	—	5.88	.34	5.76	.33	20%
		12 x 20	7.44	—	5.76	.66	5.64	.65	20%
	(Super)	24 x 10	8.58	—	6.72	.39	6.60	.38	20%
		12 x 20	8.49	—	6.60	.76	6.48	.75	20%
	Mini Pads	24 x 10	5.55	—	4.32	.25	4.20	.24	20%
		12 x 20	5.29	—	4.14	.48	4.02	.47	20%
	Nikini Pads	24 x 10	9.98	—	7.80	.45	7.56	.44	20%
		12 x 20	9.46	—	7.38	.85	7.26	.84	20%
<b>debs</b>	Cotton Wool Balls	24 x 50	—	—	4.32	.25	4.20	.24	20%
		12 x 100	—	—	4.14	.48	4.02	.47	20%
		12 x 200	—	—	7.44	.86	7.32	.84	20%
<b>Elastoplast</b>	Airstrip	12 x Handy	3.410	.46	2.82	.33	2.76	.32	20%
		12 x Lge	5.475	.74	4.50	.52	4.44	.51	20%
		12 x Econ	7.335	.99	6.06	.70	5.94	.68	20%
	Fabric	12 x Handy	3.410	.46	2.82	.33	2.76	.32	20%
		12 x Lge	5.475	.74	4.50	.52	4.44	.51	20%
		12 x Econ	7.335	.99	6.06	.70	5.94	.68	20%
	(All Types)	12 x 95g	9.30	1.24	7.44	.86	7.32	.84	20%
<b>Elnett HAIR SPRAY</b>		12 x 200g	14.95	1.99	11.52	1.33	11.40	1.31	20%
		12 x 300g	19.08	2.54	15.00	1.73	14.70	1.69	20%
		6 x 500g	12.26	3.26	8.88	2.04	8.79	2.02	20%
<b>EUTHYMOL</b>	Toothpaste	12 x 70cc	5.40	.76	4.50	.52	4.38	.51	20%
<b>Gillette</b>	Contour Cartridge	20 x 5	15.81	—	12.65	.87	—	—	20%
		20 x 10	30.12	—	24.09	1.66	—	—	20%
	G11	20 x 5	15.06	—	12.05	.83	—	—	20%
		20 x 10	28.65	—	22.92	1.58	—	—	20%
		40 x 15	32.76	—	26.21	.90	—	—	20%
	Platinum Razor Blades	20 x 5	8.69	—	6.95	.48	—	—	20%
	Super Silver Razor Blades	20 x 5	7.53	—	6.02	.42	—	—	20%
	Economy Disposable Razor	20 x 5	5.18	—	4.14	.29	—	—	20%
		10 x 10	4.92	—	3.94	.54	—	—	20%
	Stalom Disposable Razor	20 x 5	12.07	—	9.66	.67	—	—	20%
	Gloss Shampoo (All Types)	12 x 105ml	5.52	.79	4.32	.52	4.20	.50	25%
		12 x 375ml	10.80	1.55	8.52	1.02	8.22	.99	25%
		12 x 200gm	10.08	1.45	7.92	.95	7.74	.93	25%
<b>HENARA</b>	Treatment Wax	12 x 400gm	13.80	1.99	10.86	1.30	10.56	1.27	25%
	Herbal Antioxydent Conditioner	12 x 375ml	10.08	1.45	7.92	.95	7.74	.93	25%
	Lifepilus Conditioner	12 x 375ml	10.08	1.45	7.92	.95	7.74	.93	25%
	Shampoo (Dry, Herbal & Medic)	12 x 375ml	8.76	1.25	6.90	.83	6.78	.81	25%
	Greasy	12 x 375ml	10.80	1.55	8.52	1.02	8.22	.99	25%



# e with **Vestric** with **VANTAGE**

Product		Size/Pack	Normal		Vestric Offer		Vantage		Profit on
			Price	R.S.P.	Price	R.S.P.	Price	R.S.P.	Cost %
Bristows	Shampoo (All Types)	12 x 125ml	6.02	.77	3.54	.41	3.36	.39	20
<b>colgate</b>	MFP Fluoride	48 x Std	13.35	.40½	7.44	.22	7.20	.21	20
		36 x Lge	15.09	.61	8.10	.31	7.74	.30	20
		24 x Ex Lge	13.85	.84	7.44	.43	7.20	.42	20
		24 x Fam	17.31	1.05	9.24	.53	9.00	.52	20
Johnson's	Baby Lotion	24 x 120ml	13.225	.91	10.68	.62	10.20	.59	20
Libresse	Bodyform	20 x 12	—	—	7.60	.53	7.20	.51	20
<b>Steradent</b>	Powder	12 x Lge	—	.92	6.60	.76	6.42	.74	20
		12 x Med	—	.63	4.62	.53	4.50	.52	20
		12 x Small	—	.38	2.76	.32	2.70	.31	20
		12 x 50	—	1.10	7.98	.92	7.80	.90	20
		24 x 30	—	.72	10.56	.61	10.08	.58	20
	Tablets	24 x 20	—	.49	7.20	.42	6.96	.40	20
		12 x Lge	—	.82	5.94	.68	5.82	.67	20
		12 x Small	—	.53	3.84	.44	3.72	.43	20
	Brush On	12	—	.78	5.52	.64	5.40	.62	20
		24	—	.72	10.56	.61	10.20	.59	20
<b>Sunsilk</b> HAIR SPRAY	(All Types)	12 x 100ml	—	1.12	8.58	.99	8.40	.97	20
		12 x 50ml	—	.70	5.40	.62	5.22	.60	20

Product		Size/Pack	Normal		Vestric		Vantage		Profit on
			Price	R.S.P.	Price	R.S.P.	Price	R.S.P.	Cost %
<b>IMPERIAL LEATHER</b>	Soap Twin	36 x Toilet	9.650	.38	8.21	.30	8.06	.30	15%
	Single	36 x Bath	12.972	.57	10.89	.40	10.68	.40	15%
		12 x Family	2.880	.34½	2.51	.26	2.46	.26	15%
<b>Kinx</b>	Kinx Mini	6 x 12	—	—	8.97	.17	8.82	.17	20%
	Kinx Maxi	6 x 6	—	—	14.37	.55	14.10	.54	20%
	Kinx Roll	36 x 100g	—	—	8.46	.33	8.28	.32	20%
		20 x 350g	—	—	11.70	.81	11.50	.79	20%
<b>Kotex</b>	No. 1	24 x 10	10.43	—	8.42	.48	8.27	.47	20%
	No. 2	24 x 10	11.54	—	9.12	.54	9.24	.53	20%
<b>Labello</b>	Lipcare	20 x 5g	5.870	.45	4.80	.34	4.70	.33	20%
<b>Lil-lets</b>	Mini	48 x 10	—	—	12.25	.36	12.00	.35	20%
	Regular	24 x 20	—	—	11.76	.68	11.52	.66	20%
		48 x 10	—	—	13.20	.38	12.72	.37	20%
	Super	24 x 20	—	—	12.60	.73	12.36	.71	20%
		48 x 10	—	—	14.16	.41	13.92	.40	20%
	Super Plus	24 x 20	—	—	13.80	.79	13.56	.78	20%
		48 x 10	—	—	15.12	.44	14.88	.43	20%
<b>Witch hazel</b>	(All Colours)	3	4.017	2.15	3.15	1.51	3.06	1.47	25%
<b>Paddi</b>	Cotton Wool Balls	24 x 50	—	—	4.08	.24	3.96	.23	20%
		12 x 100	—	—	3.90	.45	3.84	.44	20%
		12 x 200	—	—	7.08	.82	6.96	.80	20%
<b>PALMOLIVE</b>	Shampoo (All Types)	5	2.383	.77½	1.90	.53	1.85	.51	—
<b>POLY</b> COLOUR TINT BLONDE FAIR	(All Colours)	3	2.88	1.59	2.34	1.12	2.25	1.08	25%
	(All Colours)	3	2.88	1.59	2.34	1.12	2.25	1.08	25%
	(All Shades)	3	2.88	1.59	2.34	1.12	2.25	1.08	25%
	(All Shades)	3	2.88	1.59	2.34	1.12	2.25	1.08	25%
<b>Recital</b> COLOURANT	(All Colours)	3	1.60	2.45	3.57	1.71	3.495	1.68	25%
	Super Blonde	3	5.35	2.85	4.14	1.98	4.065	1.95	25%
<b>seba med</b>	Seba Med Liquid Cleanser	12 x 150ml	12.504	1.60	11.25	—	10.60	1.60	48%
	Seba Med Cleansing Bar	12 x 100g	6.18	.79	5.56	—	5.24	.79	48%
<b>Topex</b>	Cream	12 x 20g	15.264	1.95	13.31	RPM	13.06	RPM	52.9%
	Lotion	12 x 20ml	15.264	1.95	13.31	RPM	13.06	RPM	52.9%

## VANTAGE

## Vestric

Vestric Limited.  
West Lane, Runcorn,  
Cheshire, WA7 2PE.

Offers available Feb E&OE

To ORDER products at these special prices please phone your local Vestric Branch.

If you require further information on Vestric or our Vantage scheme, please complete the coupon and return to the Marketing Manager.

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_



BEECHAM INTRODUCE

# A natural for healthy sales

Dietary supplements with *natural* ingredients. A complete range of them. All reliable, trustworthy and distributed through established outlets. That is new Health Counter from Beecham.

Meeting a need identified in research, harmonising with today's trend to natural products and providing positive health benefits, new Health Counter offers unique profit opportunities in a £35 million market

that's growing at 15% annually in *real* terms.

All this, plus the market's biggest ever spend – **£500,000 year-round, in Sunday supplements and women's magazines** – together with superb packaging and display dispenser combine to make this newcomer a really natural seller.

Cash in on the advertising, the demand and the generous introductory terms. Order Health Counter now – advertising breaks 31st January.



Health Counter - the new natural seller from Beecham



## Saccharin the only one, but others on the way?

A major revision of the UK legislation on artificial sweeteners could well be recommended during the next few weeks. The Food Additives and Contaminants Committee is publishing a full review of all sweeteners which have actual or potential use in this country and it promises to be a massive document.

The FACC started looking at artificial sweeteners about five years ago. Their report is due out at the end of February or beginning of March and will be the first major review of sweeteners carried out in this country.

Saccharin and cyclamates will be fully examined as well as several other chemicals developed as alternatives to sugar that the FACC has been asked to consider. Each sweetener will be examined under the two criteria of need and safety-in-use, on which the FACC is advised by the DHSS Committee on Toxicity of Chemicals in Food, Consumer Products and the Environment. Although the report will be available to the public for comment it is essentially a recommendation to the Ministers for Health and Agriculture, Fisheries and Food. Proposals for regulations should be ready before the end of the year.

### Different substances

So what kind of changes could be brought about as a result of this report? One possibility is an extension of the types of artificial sweeteners permitted in the UK. At present saccharin is the only non-calorie or low-calorie sweetener available to consumers and although manufacturers have showed great skill in their attempts to disguise its bitter after-taste, a different substance might benefit those who still find saccharin unacceptable.

Of all the additional low-calorie sweeteners being evaluated, perhaps the one most likely to be approved in Britain is a substance called aspartame. This is a dipeptide made from L-aspartic acid and the methyl ester of L-phenylalanine and is about 200 times sweeter than sugar. It was discovered in 1965 and developed by G.D. Searle and Co who say the taste is virtually the same as sugar. It can reduce calories up to 95 per cent when substituted for sugar and although it is not suitable for all applications (sweetness is lost at high cooking temperatures) one of the important uses is as a table top sweetener.

The FAO/WHO joint expert committee on food additives has recommended aspartame for human use at a daily allowable intake of 40mg per kg bodyweight. So far it has been approved for use in Belgium, Brazil, France, Luxembourg, Mexico, the Philippines, Switzerland and — perhaps most significantly for Britain — in the United States.

The American Food and Drug Administration finally gave their approval last July after a complicated and long-running saga. Aspartame was originally approved by the FDA in 1974 but this decision was reversed when the possibility that it might cause brain damage was raised. In 1980 an outside public board of inquiry was appointed by the FDA to evaluate the scientific evidence and they decided that although neurotoxicity was not likely to be a problem, further testing was necessary to resolve any doubts about carcinogenicity.

After a further review by the FDA's bureau of foods it was concluded that aspartame is safe at the expected consumption levels and and at the highest conceivable levels, although Searle are required to monitor consumption levels. In America the sweetener is now marketed as a food additive under the brand name Nutrasweet and for table use under the name Equal.

Another sweetener being considered by the FACC is a chemical called acesulfam. This was discovered at Hoechst Laboratories in Germany in 1967 and is a non-caloric sweetener derived from acetoacetic acid. Like aspartame it is about 200 times sweeter than sugar and it is said to have no aftertaste and to be unmetabolised in the body. Hoechst first submitted data on acesulfam to the FACC about four years ago so will be waiting eagerly for the result. The sweetener is also being looked at by the FDA.

Other possible results of the FACC report include a change in the status of either cyclamates or saccharin or both. Cyclamates were banned in the UK twelve years ago after an American study was

interpreted by the FDA as implicating sodium cyclamate as a possible carcinogen. In 1970 the FDA banned the use of cyclamates in drugs and foods and this was closely followed by Britain.

In 1973 Abbott Laboratories filed a petition with the FDA to have cyclamate re-instated as an officially approved sweetening agent. The FDA requested the US National Cancer Institute to review the question of the carcinogenicity of cyclamate and in 1976, after looking at all the available data, the NCI concluded that the evidence did not establish the carcinogenicity of cyclamate or its principle metabolite, cyclohexylamine. However because of the limited amount of human data it was unable to conclude whether or not cyclamate was a potential carcinogen in humans.

The FDA's bureau of foods then decided that cyclamate was not mutagenic and could be allowed in tablet and liquid form but the FDA commissioner denied Abbott's petition saying that the safety of cyclamate had not been demonstrated. Abbott objected to that decision and asked for a formal hearing, which was granted, but in 1980 the FDA upheld their decision and decided not to re-instate it.

### British ban to stay?

What then, are the chances that the British prohibition on cyclamates will be lifted? Although we have tended to follow American trends in permitting the use of sweeteners, this is not the case in all countries. Cyclamates are still used in Canada, West Germany and Switzerland, among others, although even when permitted as table top sweeteners they are usually banned or strictly regulated as food additives. Abbott, however, say they are not presently petitioning to have cyclamates re-instated in the UK as they feel it would be pointless until the FDA change their mind.

A change in the status of saccharin would undoubtedly have the most far-reaching effects on the UK artificial sweetener industry. At present there are no restrictions (apart from labelling requirements) on the sale and supply of saccharin either as a tabletop sweetener or as a food additive, although, as in most European countries, there is a maximum limit on the amount which can be added to certain low-calorie/non calorie cold drinks. Since all UK artificial sweeteners are based on saccharin, any restrictions which the FACC might recommend would throw the market into disarray.

It seems unlikely, however, that the FACC will recommend any large-scale prohibition on the use of saccharin.

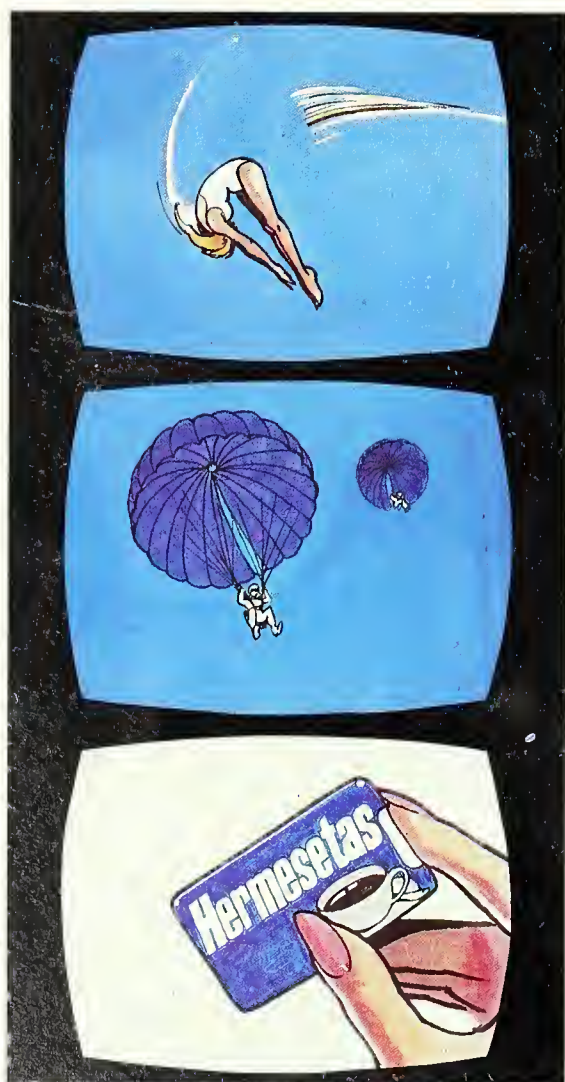
*Continued on p187*



# HERSE

## A VERY HEALTHY FIGURE

### IT'S NEW AND VERY MUCH ON VIEW



A heavyweight National T.V. campaign at the end of February launches the new Hermesetas one-by-one "click" pack, pocket dispenser.

Remember the successful one-by-one table dispenser? Well this is another first from Hermesetas, designed to produce even bigger sales.



### SWEET SOUNDS ON THE RADIO

Catchy, memorable and long-term; that's the essence of the new Hermesetas song. Running from April to August it will bring music to the ears of every Hermesetas stockist.

### WHAT WE'VE COOKED UP IN THE COLOUR PRESS



Welcome to the Hermesetas Recipe Kitchen. Four original ways to introduce your customers to Hermesetas Sprinkle Sweet and Hermesetas liquid. A series of appetising recipes in the slimming press-eye-openers for anyone who thought Hermesetas only sweetened drinks.



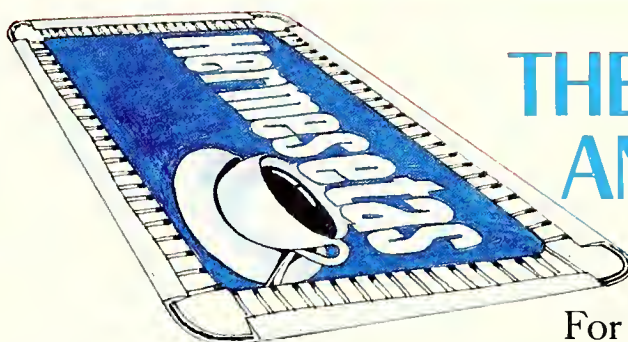


# FOR VERY HEALTHY FIGURES

## THE COMPETITION YOU TOO, CAN WIN

This year we're running a superb competition on the 1200 and 650 pack sizes. Not only will this bring in extra trade but you too could be a winner. One of your customers wins a coffee maker, you'll win one too!

And if that's not enough, if one of your customers wins the fabulous holiday in Brazil you'll receive a holiday voucher worth £250. So share out the Hermesetas, and share in the prizes.



## THE NAME AND THE FAME

For the third year running Hermesetas are sponsoring the popular Trampoline World Cup with national BBC T.V. coverage to bring the name Hermesetas to everyone's attention.

## A GREAT WAY TO SHOW THE ENTIRE RANGE

A superb new point of sale shelf unit in the familiar Hermesetas blue.

Displayed in this way your customers will see at a glance the entire product range.



The Hermesetas package for 1982 adds up to much more than £750,000 worth of activity. It's a complete programme designed to produce even greater sales. If you'd like a representative to call please write to this address:

Crookes  
Products Ltd.,  
1 Thane Road West,  
Nottingham.





## A market with potential captured by chemists

The last year has seen a surge of interest in the artificial sweetener market with several new products, packs and presentations. Not before time, either because while the slimming market as a whole has been rapidly growing over the last decade the same could not be said of sweeteners.

Now the potential for growth is there and as chemists still dominate the market — Crookes estimate that chemists took 88 per cent of sales last year — they should be taking a strong interest in helping it along. Estimates of the total market size vary from £11 million (Wellcome) to £16.5 million (Ashe) but Crookes and RHM think that sales reached £13 million at rrp during 1981.

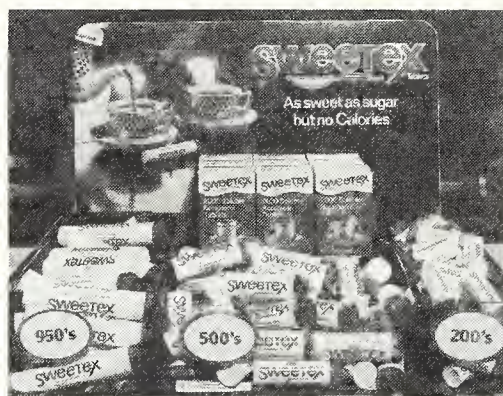
Tablets still account for the bulk of sales with liquids and granulated sugar replacements lagging a long way behind. The situation is very different in the USA say Alberto-Culver, the makers of Suga-Twin, as granulated products have 74 per cent of all artificial sweetener sales, liquids 17 per cent and tablets only 9 per cent. RHM say Sweet n'Low is the American brand leader. However it is the UK that we are concerned with and here the non-calorie sodium saccharin tablets are way ahead with the two major products, Sweetex and Hermesetas, taking two-thirds of all sterling sales through chemists.

### Clear brand leader

Sweetex are the clear brand leaders and account for 38 per cent of all chemists' sweetener sales, and 40 per cent in volume terms. The manufacturer's, Crookes, give the following shares for other products for the year ending September 1981 — Hermesetas 28 per cent, Sucron 10, Saxin 5 and Natrena and Suga-Twin 1 per cent each although the last two are not for the whole period. Another notable statistic is that generic saccharin tablets have a 10 per cent share. Sweetex has been brand leader since 1972 and Crookes say after its relaunch in February 1980 it has consistently gained share. The 1200 dispenser was introduced the following October and has proved to be the fastest growing product in the UK market currently accounting for almost 10 per cent of all sales.

Graham Gilbert, the product manager, attributes part of the brand's success over the last two years to the high quality displays pharmacists have

provided and points out how this is of particular importance to products which are small in size. Although the tablets account for the major part of Sweetex sales, Crookes believe the liquid is greatly



underestimated and plans are in hand to promote it more vigorously during the coming year. Consumer competitions in the media will extend awareness of the liquid as a low-calorie cooking aid, beginning with a double page recipe competition in the February / March issue of *Successful Slimmer*.

Crookes also market Hermesetas in the UK for the Swiss-based company Hermes Sweeteners. Again, the tablet sales make up most of the 28 per cent brand share but the company claims it is the only brand which offers consumers a full range of packs and sweetener types. The liquid is based on saccharin, sodium citrate and glycerin and contains 80 calories per 100ml while Sprinkle Sweet contains maltodextrin, sodium citrate and saccharin with 374 calories per 100g.

Hermesetas was the first range with a pocket tablet dispenser, which was launched last October. The other tablet packs were all re-packaged on new blister cards last year. Two new shelf units are now available — one holds Sprinkle Sweet plus the liquid sweetener and the other is



for the 300, 650 and 1,200 tablet packs.

The other major tablet brand is Saxin for which Wellcome claim a 6 per cent share. A liquid form is also available and the company says that both types are sold only through pharmacists.

Carnation recently withdrew their Slender sweetener tablets from the market after less than three years since the launch. The marketing platform was the cosmetic appeal of the slim black case, they say, but this did not prove strong enough to overcome consumers' resistance to switching brands. Moreover they claim that saccharin sweeteners as such have only a short product life and because of their slightly unpleasant aftertaste will probably be replaced by something else.

### Aftertaste suppressed

No doubt all the other manufacturers would strongly disagree with that (and point to how a £13m market can't taste quite that unpleasant) and none more so than Bayer. Their Natrena range was launched last year as a better-tasting sweetener. Although the tablets are based on sodium saccharin, two "unique ingredients which do not affect the product's sweetening properties" have been added to "suppress the bitter aftertaste associated with all other artificial sweeteners." The company says that in consumer tests 75 per cent of respondents rated Natrena as better than their usual brand and that hundreds of consumers wrote to them last year praising the lack of aftertaste.

Another advantage of the brand is the practical and attractive range of dispensers, Bayer say, and they have just extended this by adding a refillable pocket size one-by-one dispenser. It holds 120 tablets and has the same orange and white packaging as the table dispenser. Blister-packed on cards the packs come in outers of a dozen in ready-formed merchandising trays. Retail price is £0.39.

Natrena is claimed to be the number one calorie-free sweetener in Europe and is already growing quickly in the UK. Launched a year ago it has already captured 12 per cent of the calorie-free market, according to Bayer and they will be making every effort to increase this in the coming year (see below for details).

### Granulated products

The best-selling granulated sweetener is undoubtedly Sucron and Ashe say sterling sales increased by 18 per cent in 1981 giving a 10 per cent share through chemist outlets. It outsells all other granulated products together by more





The Natrena pocket dispenser

than two to one. As Sucron is made primarily from sugar it does not suffer from the taste problems sometimes associated with saccharin tablets, the company says.

Sweet 'N Low was added to the Energen range at the beginning of last year. Dietary Foods (Bletchley) Ltd are continuing the manufacture but RHM Foods are now responsible for the sales, marketing and distribution. The product was repackaged and is now available in two packs — 125g and 50 sachets — under the Energen name. Like all Energen products Sweet N' Low is distributed to chemists by Sangers Agencies.

The formula is based on lactose, saccharin and cream of tartar and a recipe leaflet is now included on the back of all packs. Energen still market their tablet sweetener in packs of 200.

Hermesetas sprinkle sweet was created for use on cereals, fruit or cakes with one teaspoonful having the same sweetening power as a teaspoonful of sugar. It can also be used in cooking. Another granulated product offering this spoon-for-spoon ratio is Alberto-Culver's Suga Twin. Like Sprinkle Sweet this has a maltodextrin / sodium saccharin formulation and is spray-dried to produce the exact match characteristics of sugar. Again it can be used in baking in the same way as sugar. Suga Twin has been widely available for less than a year but Alberto-Culver say they are confident that as consumer awareness increases more artificial sweetener users will recognise the benefits and versatility of the product.

With all these new products about manufacturers are becoming increasingly competitive and stepping up their promotions. Sweetex, Hermesetas, Natrena and Sucron are all featuring on television this year and nearly all companies are using Press advertising.

A £200,000 national television campaign for the Sweetex one-by-one dispenser has just finished and further campaigns are planned for later in the year. Major sampling promotions designed to attract new users will be used during the seasonally important periods

this year. As mentioned above, Crookes are pushing the liquid this year with consumer competitions in the Press.

For Hermesetas a £750,000 package has been announced for 1982. This includes a two-week national television campaign in the Spring featuring the pocket dispenser, a five month national radio campaign from April to August, and Press advertisements showing recipes for the liquid sweetener and Sprinkle Sweet. The 1200 and 600 tablet packs will carry a competition offering a holiday in Brazil and 100 coffee makers as consumer prizes with a holiday voucher worth £250 and coffee makers for stockists of the winning customers. In sports sponsorship Hermesetas is continuing to support the Trampoline World Cup.

Bayer have allocated £700,000 for television and Press advertising with a further £100,000 for below-the-line support including sampling and in-store demonstrations. The Press campaign will run throughout the year and from March to June full-page Natrena adverts will appear consistently in 16 major magazines, including *Women's Own*, *TV Times*, *Women's Weekly* and *Realm*.

Ashe say they are increasing the

promotional expenditure on Sucron by more than 20 per cent with heavyweight television support in several areas and advertisements in women's magazines and slimming publications. Sweet N'Low is being promoted by sampling in *Women's Own* magazine. Four free sachets will be inserted in the April 17 issue supported by an editorial feature using the product in recipes. A counter dispenser offering free trial sachets will be available and the product will also benefit from Press advertising for the Energen range which starts in late Spring. Finally, a campaign for Suga Twin using slimming magazines is planned for early Spring.

So it looks as if a steady market which chemists dominate could be set for expansion — even in the present unfavourable economic climate — as manufacturers increase their advertising. The Food Additives and Contaminants Committee's report may, of course, eventually change the market entirely with the introduction of different types of sweeteners. But for the near future saccharin-based sweeteners should be a market unlikely to turn sour — as long as chemists recognise and maintain their favourable position. ■

## FACC review

*Continued from p183*

Results from toxicological animal studies have been conflicting but only the high dose, two-generation rat studies have shown a significantly greater proportion of bladder tumours in male rats exposed to saccharin than in controls. None of the human epidemiological studies have shown any overall association between saccharin and bladder cancer although one Canadian study concluded that there might be an association only in men. Moreover saccharin has been used with apparant safety by many, many people for over a hundred years (it was discovered in 1879).

Certainly if the sweetener manufacturers' claims in our market review are to be believed, they do not envisage any sudden restrictions on use. Nearly all the manufacturers are promising increased promotion and expenditure on advertising for the coming year. Furthermore the spate of new products introduced over the last two years hardly seems to point towards any restriction of saccharin sales.

Although regulatory authorities throughout the world have taken different viewpoints over the safety of artificial sweeteners, Britain has probably taken the most notice of American standards. (This may, of course, change due to standardisation within the EEC). The US position on saccharin is interesting as an FDA attempt to ban the sweetener (for the supposed good of the nation's health) has been opposed by Congress in response to a huge consumer outcry.

In 1977, after the controversial high-

dose Canadian rat study was published, the FDA sought to ban saccharin by invoking the "Delaney Amendment" of the Food, Drug and Cosmetic Act which allows the withdrawal of any food additive found to cause cancer. The majority of public opinion was so much against this that Congress intervened and placed a moratorium on the ban until further review had taken place. The moratorium was initially scheduled to last for 18 months but it has now been renewed twice and is not due to expire again until mid-1983.

The FACC and Committee on Toxicity have been examining all the saccharin studies for about four years now and had they found any evidence against its safety would probably have acted immediately instead of waiting for the full report to be published. Although impossible to be sure it looks as if they will not recommend any major changes in the policy on saccharin.

As a result of the report we may see more types of artificial sweeteners being marketed. However the number of chemicals with likely potential as low-calorie sweetening agents is suprisingly small. This is because the chemical criteria necessary for producing a sweet taste have not yet been properly defined. A sweet taste can be evoked by members of most chemical classes although some classes such as the sugars and L-amino acids possess many sweet-tasting compounds and certain molecular structures are common to many sweet compounds. Now the dangers of high sugar consumption have been clearly spelt out the search for safer alternatives seems more worthwhile than ever. ■





# We have to admit it, some of our deliveries have been a little late recently.

Here at Vestric we pride ourselves on the punctuality and regularity of our daily ethical deliveries to pharmacists throughout the UK.

However we must confess that the recent spot of bad weather did present us with a few slight problems. In spite of the fact that we had the roads (or what was left of them) to ourselves - give or take the odd snowplough - some chemists in Wales did find the familiar red Vestric van arriving later than usual.

Naturally, that was only to be expected considering the prevailing climatic conditions at the time. But we're not the sort to let a little snow stand in our way. After all, more than 200 chemists and 20 hospitals in the Swansea area alone depend on us for regular deliveries of drugs and medical supplies so we couldn't let them down.

And that's one thing we didn't do, even when it meant putting snowchains on the van wheels, using chemists landrovers or even asking the Territorial Army to help keep the supplies flowing.

From Pembroke to Newquay, from Aberon to Rhondda we reached no less than 99% of our customers with everything from dangerous drugs to the disposable nappies that became so indispensable in areas without water supplies.

All of which goes to prove that an emergency for everyone else is simply another working day for Vestric.



## **Vestric**

WE'RE ALWAYS THERE, WE ALWAYS CARE  
.....WHATEVER THE WEATHER!



# LETTERS

## Rural patterns

Xrayser, writing on the report made by the Office of Population Censuses and Surveys' Social Survey Division, states: "The bulk of arguments in favour of doctor dispensing bears upon hardships of house-bound patients". He then goes on to suggest that doctors should only dispense for patients who find difficulty in getting out.

The true position, of course, is that the figures quoted in the report relate to the country as a whole, and therefore to use those figures as a basis for such a proposal is rather shaky to start with. Many rural pharmacists would be at odds with Xrayser's statement concerning house-bound patients, quite the reverse really when one talks about the rural pharmacist's arguments. Many house-bound patients who are on doctor dispensing lists do not get their medicines delivered or dispensed by the doctor on his visit to his patients, and the patients have to organise the pick-up through their neighbours. Even if the doctor does supply from the car, it is hardly conducive to proper storage and care of modern drugs, considering the temperatures reached in cars these days.

If Xrayser had made his statements sixty years ago his claim might well apply, but one wonders how such house-bound patients get the doctor to call in the first case. If they have no telephone, they will presumably get a neighbour to call and if the doctor considers a visit necessary he will no doubt see the patient and prescribe the appropriate treatment which the neighbour will be asked to collect. If the patient can be treated over the phone, again the neighbour will be asked to pick up the medicine at the surgery.

The service such patients get from the surgery is no better than that from a pharmacy, and in the case of a pharmacy a delivery could be simply arranged by contacting by phone. I am sure that a pharmacist would make it his business to see that any patient in difficulty would receive help one way or another. I would like to see this made mandatory. The very fact that doctors dispense for patients reduces the ability of the pharmacist to give a better service, and the house-bound patient is the one who suffers most.

The most misleading aspect of Xrayser's statement is that he confuses the reasons given for favouring dispensing doctors with the service they actually give, and little thought has ever been given to the fact that their very existence in the pharmaceutical field reduces the overall service that could be given — not only to the house-bound, near or far, but to every

rural patient. It is surely time that rural pharmacists were allowed to project their image into each household by the Pharmaceutical Society relaxing its hold on the restrictions placed on the services that pharmacists are allowed to give, or even perhaps that pharmacists are made to give.

Xrayser is to be thanked for raising this issue, one which under normal circumstances would have passed me by.

**John Davies**

*Secretary, Rural Pharmacists Association  
Wiveliscombe*

## Chinese medicine

I read with the greatest interest Dr Court's paper, "A history of counter prescribing," (*C&D*, January 2, p22). However, I was surprised no mention was made of the Chinese influence on Arabic medicine.

Emperor Shen Nung, circa 2700 BC wrote the herbal "Pen T'sao Ching," listing 350 herbs; eg opium, rhubarb, antemisia flowers, rauwolfia, kaolin, ephedrine, chaulmoogra oil to name a few. The ancient Chinese evolved an intra-nasal immunisation against small-pox, using the powdered pustular crusts.

Cultural and economic contacts between China, via India, Kushan, Parthia and the Greek and Roman empires began much earlier than previously believed (6th century BC) reaching its height in the 2nd and 3rd centuries AD. Pliny gives Daraut Khurgan (the Stone Tower) as the meeting and marketing centre between East and West. Trade was also carried by Arab dhows using the monsoon winds. In summer they blew east, in winter, west.

The division between pharmacy and medicines was recognised in the 8th century AD in Baghdad and legalised in the 11th century. This distinction found its way into Europe with the Crusaders and the Moorish invasion of Europe. In Spain, Moorish pharmacies existed in Toledo, Cordova and other large cities under Moorish rule.

A decree of Frederick 2nd of the Two Sicilies, 1224, divided pharmacies into two classes, the "stationarii" (present day drug-store) and the "confectinari" (true pharmacy).

In the "monastic" period, true pharmacy was to a great extent under the control of the religious orders; in particular the Benedictines. This order, in contact with Arabic influence, devoted itself to pharmacy, pharmacology and therapeutics. Forbidden to shed blood, surgery (such as it was) was left to the barber-surgeons. The first organised pharmaceutical society, or guild, was formed in Bruges in 1297. Adam Smith may have had a poor opinion of pharmacists, but physicians also had their critics: Maliere's "Malade Imaginaire" and Lesage in "Gil Blas", and "The

*Continued on p191*

# IT TACKLES THE TICKLIES



## Benylin\* Fortified Linctus

specifically formulated for the dry, tickly cough. The proven antitussive Benadryl\* (diphenhydramine hydrochloride) is fortified by another proven cough suppressant, dextromethorphan hydrobromide. It's one of the most effective treatments for dry irritating coughs, and a rewarding recommendation for the pharmacy as well.

**PARKE-DAVIS**

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good products for you  
and your customers.

**Active Ingredients:** Diphenhydramine Hydrochloride B.P.  
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Further information and data sheet available on request.

\*Trade mark R82156



# A baby with infant colic needs more than a drop of bubbly

Most remedies for infant colic and griping pains work on the same principle. Dose a baby with an effervescent solution to literally blow the wind out.

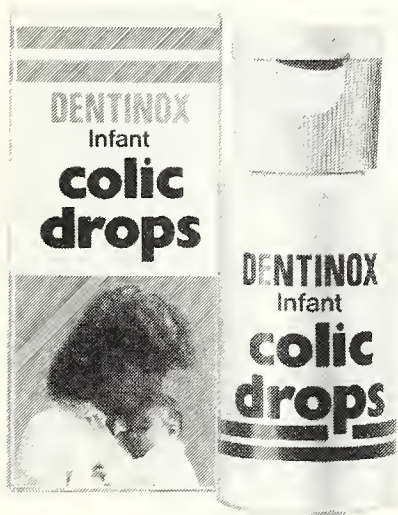
Effective, maybe, but rather drastic.

Surely if a baby's tummy is distended with wind, it is preferable to disperse the pressure, not increase it.

Dentinox Infant Colic Drops does just that. The active ingredient, dimethicone actually breaks down the bubbles of accumulated ingested air. Safely, gently and quickly. Yet only 1/2ml is needed at every feed to avoid the

misery colic and griping pains can bring.

Next time a mother asks for your advice on colic or griping pains, suggest she keeps the bubbly for a celebration. And recommend Dentinox Colic Drops.



Dentinox Infant Colic Drops

Gently relieves babies' wind  
and griping pains.



# Letters

Continued from p189

wretches who go by the name of physicians, hitching blindly to the triumphal chariot of antimony and the opinions of the ancient physicans.” (Johann Tholde’s “The Triumphal Chariot of Antimony”). Antimony became the universal panacea after Louis 14th was cured of typhus.

**William George,**  
Glasgow.

PS — Scots, through the centuries, have been in the forefront of research. The town council of Aberdeen was the first to realise how venereal disease was transmitted and branded all the city’s “ladies of easy virtue.”

## Redundant retail?

With reference to your news item “Leap-frogging proposal resisted” (Jan 9, p36) it remains unfortunately true that if Peter Cook (Chemists) Ltd had continued with their appeal, planning permission would have been granted under class XV of the Town and Country Planning Use Classes Order 1972 *provided that they promised not to make any sales by retail.*

This, by a precedent set by a Department of the Environment planning inspector in Bristol on November 18, 1981, is sufficient for the premises to be classed as a “dispensary” under class XV as above, and thereafter the Pharmaceutical Society cannot deny registration as a pharmacy, nor can the Family Practitioner Committee deny the applicant a NHS dispensing “contract”.

It may be thought that the Society’s requirement that a pharmacy shall provide “a comprehensive pharmaceutical service” would preclude such limited operations, but unfortunately this phrase has not even been defined, let alone having any force in law.

It seems that unless something is done rapidly “dispensing only” premises will spring up next to many surgeries, as the DoE inspector not only granted this appeal but commented that it was an appropriate use of the premises and also that no additional car parking was required as “patients would already have parked their cars before seeing the doctor”. As this appeal concerned residential property in a conservation area, with a busy but narrow main road alongside, it seems unlikely that other appeals would be refused on planning grounds.

Copies of the planning inspector’s report have been lodged with the Pharmaceutical Services Negotiating Committee and the Pharmaceutical Society, and the National Pharmaceutical Association has commissioned a long, thorough, and no doubt expensive legal investigation on behalf of local members because of the national implications. However, none can so far find any way of

preventing an unscrupulous or simply mercenary pharmacist creaming off NHS dispensing in this fashion and neatly disposing of the troublesome requirement to provide advice and simple but restricted medicines to those patients who may not require a physician’s attention — but who do require more than 24 aspirin tablets or a bottle of Veno’s from Sainsburys.

General practice pharmacy was once known as retail pharmacy (and indeed is enshrined as such in the Medicines Act) but will soon become National Health Service pharmacy or even nationalised pharmacy if the “retail” may so easily be disposed of. The Pharmaceutical Society need not then trouble itself about what we call ourselves when we advertise (*C&D* January 16 p111) as the problem will have disappeared along with the chemist’s shops (sorry . . . pharmacies).

**R. A. Martin**

Woolston, Southampton

□ See news story on p166.

## Nothing to fear

The writer of “Comment” in your issue of January 16 jumps far too hastily to the conclusion that the latest Family Doctor booklet, “Is Your Medicine Really Necessary”, is a “put-down” from the pharmacist’s point of view.

The object of Dr Lewis’s booklet is to explain to the patient something of the value and limitations of medicines prescribed by the doctor and likewise those that can be purchased over-the-counter. Dr Lewis stresses that helpful advice can be obtained from the pharmacist for those medicines not needing a doctor’s prescription.

Surely the good pharmacist has nothing to fear from a booklet intended to help a customer choose the most suitable product for his current problem. A satisfied customer might also buy some toiletries or cosmetics at the same time!

**Evelyn Brown**

Executive Editor

Family Doctor Publications, London

□ *It is more what Dr Lewis does not say in a booklet to be sold over the pharmacist’s counter that concerns us — Editor.*

## NPA as swagmen?

With regard to your recent article on “swagmen” I feel there is an important role the National Pharmaceutical Association could take up on behalf of its members. Could not the NPA contact all the companies involved and offer to act as a “clearing house” for manufacturers’ excess stock? For example: X company notifies NPA that it has, say, 100 gross of perfume sprays to off-load. NPA would then send out order forms to all its members and the member would reply with his requirements. NPA would then order from that company the total requirements for its members.

This would help to maintain the

reputability of the particular company’s stock and reduce the possibility of corner shops and market stall holders obtaining such stock — which is my biggest grouse. Any remaining stock could then be released via the swagmen.

Alternatively, cannot the companies do *more* for their *own* agents? I have in mind Coty, who have been offering £1.95 Coty talcum to the customer at 95p via Coty agents — such as myself. More of this type of co-operation between the company and agency holders would strengthen sales through the genuine outlets and subsequently push out “dubious” retailers who must be bringing down the image of all the agency lines.

**Agency holder**

## Mugged

I was disgusted to read (*C&D* January 9) of the fine of £950, including costs, imposed upon a North London pharmacy. This fine seems totally out of proportion to the offences (bearing in mind the small quantities involved and that they were for use abroad).

When the fine is seen against the background of suspended sentences given to muggers it really does appear to be a case of being “mugged” by the court.

**M. Ahmad**

Stockport, Cheshire

## Thanks Vestric...etc

As a pharmacist it surprises me that one delivery of a CD, or indeed any other urgent prescription item, outside normal business hours should be regarded by Mr Frank Rones (Letters, January 16) as “an event that stands out in shining contrast.”

For the past 23 years I, and my senior stock controller, Cyril Maxwell, have provided an emergency service to hospitals and retail pharmacies in Northern Ireland, 24 hours a day, seven days a week, 365 days a year, and have lost count of the number of times we have helped our customers with stock problems outside business hours.

The remarkable thing to me is, not that we provide such a service which is a normal part of the function of pharmaceutical wholesalers, but that our customers have seldom, if ever, in all these years attempted to abuse our emergency service by requesting non-essential items. Nor do they take this extra service simply for granted, but express their appreciation on each and every occasion.

Mr Rones is obviously appreciative of the emergency service rendered by his local wholesaler, but in fairness to other wholesalers throughout the UK it must be pointed out that such a service is far from unique or new.

**A.N. Morrisson**

Branch manager, Vestric Ltd, Belfast 5

□ *C&D has received two further letters congratulating Unichem, an unusual coincidence since praise for such service is rarely voiced publicly — Editor.*



## Drug 'marker' for checking compliance

Scientists working for the Medical Research Council have found a novel yet simple way of measuring patient compliance.

At the Council's National Institute for Medical Research, work on leprosy has shown that isoniazid can be used as a "marker" to see if patients are taking their dapsone. A trial is currently being carried out in India where patients are given their normal dose of dapsone combined with 6mg of isoniazid. A simple urine test detects the presence of two isoniazid metabolites — isonicotinic acid and isonicotinylglycine — up to 17 hours later.

Isoniazid is an ideal marker, the researchers say, because it is tasteless, colourless, odourless, pharmacologically inert in man, readily detected in urine and can be easily incorporated into tablets and capsules. Moreover it is fairly chemically inert and its safety has been proved by years of use, at a far higher dosage, in

treating tuberculosis. The principle could be applied to other types of long-term therapy where patient compliance is suspect, such as anti-hypertensive treatment.

Because isoniazid gives a positive reaction up to 17 hours later it can only be used to monitor daily dosage. However isonicotinic acid itself can only be detected for about seven hours after ingestion and could be used, therefore, to check on twice or thrice daily regimens.

□ The NIMR have pioneered work into continuous sub-cutaneous insulin administration and their Mill Hill infuser is now well known. In a few weeks, clinical trials on a new miniature infuser are starting. This is about half the size and weight of standard models and also has the advantage of running for a week without refilling (the previous design needed filling every day).

The clinician sets the basal flow in units of insulin per hour and the patient then selects the size and timing of the booster dose before meals. Twenty prototypes will be used in a trial at Guy's Hospital. Eventually it may be possible to produce an even smaller infuser. ■

## Labour attack on NHS finance study

Mrs Gwyneth Dunwoody, Labour's Shadow Health Minister, is leading a Parliamentary campaign to counter any Government moves to provide new sources of finance for the National Health Service.

Over 130 Labour MP's have signed a motion calling for endorsement of the view that in order to get the best possible value for money the NHS must continue

to be funded out of general taxation. The motion also deplores the Government's current re-investigation of the issue as "unnecessary" and "a waste of public resources."

Meanwhile, referring to the establishment of a working party to study alternative methods of financing health care, Mr Norman Fowler, Secretary for Social Services, stated: "I have made clear that any proposals must fully maintain the principle that adequate health care should be available for all, regardless of ability to pay." Mr Fowler went on to re-affirm the Government's commitment to the NHS. ■

## Vestric's Link proves itself

The first installations of Vestric's Link automatic ordering system are "working well" at a group of pharmacies in Yorkshire. Mr John Newbould, MPS, director of Rother Pharmacies Ltd, who are using Link level one (a two-way communication system operating via British Telecom's modem and a telephone line) says he is delighted with the equipment, and has had it installed at three pharmacies.

Mr Newbould reports that he and his staff found no difficulty in operating the system and there have been virtually no transmission failures. He says Link scores on keyboard conveniences and ease of transmission over the Keypad system.

Now that the test phase has been

completed, the installation programme has commenced in earnest this month say Vestric. The demand has been tremendous, and the first 1,000 should be in operation in pharmacies by the summer, they add. ■

## Unichem prepare for DHSS 'claims'

Unichem say they have programmed their computer to record full details of medical purchases so that an individual print-out for each member can be produced to substantiate any claims made if their case against the DHSS is successful. Mr David Walker, director of management services says that several new members have recently expressed concern that the amount of work necessary to calculate their entitlement would be enormous. ■

## Pathogens are in dressings — DHSS

The Department of Health has confirmed that traces of the pathogens *Clostridium welchii* and *tetani* have been identified in three dressings at the East Glamorgan department of pathology — but not *Clostridium botulinum*.

This was disclosed by Dr Gerard Vaughan in a full account of the sequence of events, the results of investigations to date and the actions taken since the first public warnings were issued on December 14 and 23 (*C&D*, December 19/26, p1136) on imported contaminated first aid dressings. In a written reply to Mr Tim Edgar, Dr Vaughan said: "Nothing has come to light since then that requires any further warning. The inquiry is proceeding urgently and will inevitably take some time." He hoped the report would be ready within three months.

Dr Vaughan has instructed officials to arrange for discussions with the local authority co-ordinating body on trading standards about what further action can be taken under the Trade Descriptions Act. In addition, the Health and Safety Executive will be advising employers that sterile dressings required in first aid containers at places of work should be obtained only from manufacturers approved by the Department's inspectors.

The "typing" of organisms from the dressings is continuing at the Public Health Laboratories at Luton and also at Dunstable Hospital. ■

## STOP PRESS

## Emergency services ban in hospitals

Hospital pharmacists are to refuse to provide emergency services from February 1 unless the Government agrees they can be paid for them. According to ASTMS they are the only NHS profession not to be paid for out-of-hours emergencies.

ASTMS says the Government is obstructing agreements by refusing to provide funds. A claim was first submitted in April 1979 but after nearly three years: "Good will and patience have been stretched beyond breaking point."

The union is attempting to negotiate local agreements with Health Authorities and claims it is the responsibility of local management to ensure that patients' lives are not put at risk. ■



## Reprimand for unsigned scripts

The pharmacist manager of a Stanley pharmacy was reprimanded by the Pharmaceutical Society's Statutory Committee on Monday for dispensing eight unsigned and undated NHS prescriptions.

"This is not a matter which can be overlooked," the chairman, Sir Carl Aarvold, told Mr Donald Pedley, of St Juliens Gardens, Cochrane Park, Newcastle. Mr Pedley said he had been under severe stress at the time.

The Committee decided to take no action against Mr Harry Dixon, of Beaconsfield Road, Low Fell, Gateshead, a director and superintendent pharmacist of Dixon and Spearman Ltd, the owners of the pharmacy, or against the company itself. Sir Carl said that Mr Pedley was responsible for what had happened. Mr Dixon and the company had taken no part in it.

Mr Josselyn Hill, for the Society, had told the Committee that Mr Pedley and the company had been fined a total of £210 each by Derwentside magistrates last March for supplying medicine without

proper prescription at the company's shop in Park Road, Southmoor, Stanley, co Durham, in June 1980.

The unsigned and undated prescription came from the surgery of a doctor who was away on holiday. Mr Pedley said he had been making arrangements to hand over to a locum as he was going on holiday, and he was coping with a busy dispensary. The fact that eight of the 154 prescriptions he dispensed that day were unsigned and undated escaped his notice.

## Theft of medicines

A pharmacist who was said to have stolen drugs for her own use while working at a pharmacy at Manchester Airport was also reprimanded. The chairman told Mrs Karen Farquar, now working and living in London, that it was a very serious matter, which almost demanded that she be struck off.

Mrs Farquar, a pharmacist for 5½ years, appeared before the Committee on an allegation of misconduct by the Society's Council in that she had stolen Valium and Distalgesic tablets, presumably for her own consumption.

Last April, Mrs Farquar, then Miss Stewart and now the wife of a doctor, was

given a conditional discharge for a year and ordered to pay £25 costs at Manchester Crown Court on charges of theft of medicines from her employers.

Mr Josselyn Hill, for the Society, told the Committee that Mrs Farquar worked at W.H. Smith & Sons' pharmacy at Manchester Airport from October, 1980, until early last year. Other employees saw her take Valium, Distalgesic and other tablets and consume them. She was also seen to put these drugs from the drugs cupboard into her personal bag without any label or record in any books.

The police found a collection of drugs in her bag at the time she was interviewed and also at her flat. Most were prescription only. Detective Constable Graham Lomas, stationed at Manchester Airport, said that she had denied stealing any tablets. All the evidence was that the tablets were for her own use; there was no evidence of trafficking.

Mrs Farquar said that the tablets had been prescribed for her at one time or another for genuine complaints. She had a lot with her on the day she was seen by the police because she was taking them home to leave with her father, a doctor, or to destroy them. Occasionally she had taken two Distalgesic from the drugs cupboard when she had bad period pains so that she could get on with her work.

On one occasion she had taken a Valium from the cupboard when she had a very bad headache. She now knew that what she had done was wrong and foolish. It would never happen again. ■

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**1st Prize** — Muir Drug Store, 62 Kempock Street, Gourrock, RENFREWSHIRE, Scotland.

**2nd Prizes** — Miss J. Brooks, Display Dept Waveway Co-op, 22 Small Gate, BECCLES, Suffolk.  
W. Aston & Co. Ltd., 192C The Broadway, BROADSTONE, Dorset.

D I Purdie, D I Purdie Ltd, 18 High Street, LINCOLN.  
F Ellis Chemists Ltd, 9-10 Carr Lane, SLAITHWAITE, Huddersfield.

Falkirk & District Co-op Soc Ltd, Vicar Street, Super Store, FALKIRK.

**3rd Prizes** — Ellen McLachlan, Scotia Chemists, 145 Spey Road, BEARSDEM, Glasgow G61 1LF.

Mr G Ormay, 188 Bexley Road, ERITH, Kent.

Mrs Daphne Powell, Kingswood Chemists, 79 Banstead Road, CARSHALTON BEECHES, Surrey.

Mrs S Hartley, W Doherty MPS, 16 Crescent Road, WINDERMERE, Cumbria.

P Cropper, Chemists & Opticians, 428 Waterloo Road, BLACKPOOL.

R H Ferris, Sunbridge Park Limited, 125 Burnt Ash Lane, Bromley, Kent.

D J Blake, Blake Pharmacy, 91 Blatchington Road, HOVE, East Sussex BW3 3YG.

John Megson B Pharm MPS, Dispensing Chemist, 15 Queens Parade, Hanger Lane, EALING W5 3HU.

Manager, Conner Chemist Limited, 87 Newry Street, Banbridge, County Down, Northern Ireland.

F S McGuire — Display Manager, Falkirk & District Co-op Soc Ltd, York House, 1 York Square, GRANGEMOUTH, Stirlingshire.

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## Macarthy's wholesale profits down but S&M's increase

Intense price competition is the reason for a fall in pre-tax profits for Macarthy's wholesale division of £710,000 to £1.283 million (£1.993m) although sales were 11 per cent higher at £77.63m (£69.86m). However, pharmaceutical manufacturing raised its pre-tax profits by 118 per cent to £240,000 and Savory and Moore by 29 per cent to £398,000.

Mr A. R. Ritchie, the chairman, commenting on the wholesale results says: "Price competition has remained intense and has even increased in some areas.

"The structure of pharmaceutical wholesaling does not at present provide the opportunity for trading margins to return to more sensible levels. It is anticipated that this present rather depressed profit picture will persist for some time."

## Damages awarded to veterinary company

A trade union official has been ordered to pay £7,500 damages to a firm where he called a strike. Mr Martin King, secretary of the Newry branch of the Irish TGWU, has also been ordered to pay costs estimated at £20,000.

Norbrook Laboratories of Newry, Northern Ireland, who manufacture veterinary pharmaceuticals, had sought an injunction arising out of Mr King's action when seven employees were declared redundant, which had resulted in a strike. They were granted a permanent injunction restraining Mr King from illegal picketing. ■

## Retail sales fall in December

High street spending fell in December for the second month running, according to Department of Trade figures released this week. The volume of retail sales fell by a seasonally adjusted 0.9 per cent in December compared with November, when it also fell by the same amount. The index now stands provisionally at 110 (1976 = 100).

The Department says that sales in December were lower than in the previous two months, being affected by bad weather which disrupted both pre-Christmas shopping and the beginning of the winter sales. Trade in the fourth quarter was about 0.5 per cent higher than

Group sales of Macarthy Pharmaceuticals PLC for the period rose by £10.5m to £99.746m. Total sales for group stood at £105.954m but were reduced £6.208m by sales between divisions. The divisional sales were: manufacturing, £2.326m, distribution, £77.634m, surgical, £8.304m, retail, £10.604m and veterinary, £7.086m.

The surgical division increased profits by £341,000 (+ 63 per cent) but the veterinary division — where distribution margins continue to come under pressure — suffered a slight reduction from £196,000 to £193,000.

Mr Ritchie says: "Business since October has remained steady, and continues to show the same pattern as in the first six months. ■

in the third quarter and a little lower than in the second quarter. This could suggest that the underlying level of trade has changed little since the Spring. The overall level of trade in 1981 was about 2 per cent higher than in 1980. Boots say their cash sales increased 7.8 per cent over the Christmas period, which included 2.5 per cent volume growth. ■

## VAT registration under review

HM Customs and Excise have published a report outlining proposals for changes in VAT registration. The first part of the report proposes a number of changes in VAT registration and deregistration procedures and these will be considered for implementation fully or partially. The second proposes the compulsory deregistration of VAT-registered traders with business turnovers below a minimum limit.

The Government believes that compulsory deregistration could have an adverse effect on small businesses which would be contrary to its policy of encouraging their growth. It has concluded that the disadvantages to the trading community of compulsory deregistration outweigh the advantages of the economies in the public sector and have, therefore, decided not to proceed with these recommendations. *Review of VAT registration and deregistration, Customs and Excise Library, Room 428, Kings Beam House, Mark Lane, London EC3R 7HE (£5 per copy). ■*

## Ciba-Geigy sales figures

Sales by Ciba-Geigy's pharmaceutical division increased 18 per cent to 3,780 million Swiss francs (3,210) for 1981 — the Ilford group suffered a reduction in sales of 24 per cent, from 620 to 470m SFr.

The pharmaceutical division showed the second largest growth in sales behind the agricultural division (+ 27 per cent) and ahead of the Airwick group (+ 14), the plastics and additives division (+ 11) and the dyestuffs and chemicals division (+ 8).

Earnings have increased as well as sales. This is due to a real improvement in performance, supplemented by a more favourable foreign exchange rate.

Group sales during 1981 totalled 13,620m SFr, a 14 per cent increase of 1,700m SFr over 1980. ■

## More VAT changes in brief

■ The VAT (Special Provisions) Order 1981 (SI 1981, No 1741, HMSO, £1.15) disallows the deduction of input tax on the purchase of goods or services used for business entertainment, other than for overseas customers. It provides for tax to be charged on the difference between the buying price and selling price on sales of goods on which no input tax has been deducted because of this provision.

■ The changes recently announced by Customs and Excise in the method used to convert amounts expressed in a foreign currency into sterling for customs duty will also apply to VAT and will come into effect from February 1. For VAT purposes all amounts expressed in a currency other than sterling must be converted into sterling at the period rate of exchange applicable to the time of the taxable supply (the tax point) or at importation. Further information from *HM Customs and Excise, VAE4, Knollys House, Byward Street, London*.

## Ronson staff levels

Ronson International Ltd have announced that the workforce at their factory in West Chirton, Newcastle, will double in the next few weeks, as the present labour force of 120 is increased to 260.

The additional staff will be needed to cope with increased production of the company's "Spirotechnic" shavers and range of higher accessories. ■

■ **Geller Business Equipment Ltd** will be relocated from February 1 at Automation House, The Runway, Station Approach, South Ruislip, Middlesex. Telephone 01-841 6161, telex 24430 Geller G.



# APPOINTMENTS



**Independent Chemists Marketing Ltd:** Mr Don Ross has been appointed chairman of the ICML board. He has been a board member since August, 1978. He is also a member of the board of the National Pharmaceutical Association, a member of the Pharmaceutical Services Negotiating Committee, chairman of the local NPA branch, the Lincolnshire Pharmaceutical Committee, past president of the Rotary Club of Bourne and chairman of the local branch of the Society. Mr William (Bill) Cox, managing director of Herbert Ferryman Ltd (Southampton) has been appointed vice chairman of ICML. Mr Cox was a founder director and is also a council member and past chairman of NAPD.

**Beatson, Clark & Co Ltd:** Mr G. Hardcastle is appointed technical officer.

**May & Baker Ltd:** Dr Keith W. Humphreys is to join the board on March 1. Dr Humphreys will succeed Mr L.B. Heath as managing director on July 1, when Mr Heath retires.

# MARKET NEWS

## China accused of dumping

London, January 26: Paracetamol is expected to rise in price (currently £2.95 ton) if an anti-dumping complaint now before the EEC commission is upheld. The complaint by three main producers in the Community has been lodged by the European Chemical Manufacturers Federation (CEFIC) and alleges that imports into the EEC from China rose from 5 metric tons in 1978 to 140 tons in 1980, and were expected to reach 200 tons in 1981. The UK was the principal market for the paracetamol, the Chinese stake rising from 0.25 per cent in 1978 to approximately 8 per cent in 1980.

The complaint also alleges that in the period October 1980 to March 1981, the prices of the Chinese paracetamol undercut the selling price of the EEC producers by 15-17 per cent, using the prices charged in the US as a basis. CEFIC states that the export price from China showed "a considerable dumping margin."

Among other chemicals theobromine supplies remain difficult to find and quotations are £3 kilo higher than

**Unichem Ltd:** Mr George Allan, FPS, has been appointed to the Scottish regional committee of Unichem. Mr Allan, who owns five shops in Edinburgh, is a member of the Scottish Executive of the Pharmaceutical Society, and a member of the Pharmaceutical Consultative Committee. He is also a member of the standing committee of the Pharmaceutical General Council.

**Tampax Ltd:** Mr M. Kelly joins the company as an area sales manager, with responsibility for the Midland sales team.

**Information Transfer Ltd:** Mr R. Rickards has been appointed a director of the company.

**Wilkinson Sword Ltd:** Mr R. Armstrong has been appointed design and development director with the consumer products division.

**Smith & Nephew Ltd:** Mr John H. Robinson, managing director of the health care division at Hull, has been appointed to the parent board of the Smith & Nephew Associated Companies group.

**Ciba-Geigy (ADP) Co:** Mr John Fraser is to be appointed corporate managing director. Mr Fraser, who will succeed Dr Keith Humphreys, is to retain his present responsibilities as head of the Ilford photographic group and member of the board of Ciba-Geigy (UK).

recently.

Shippers of essential oils continue to increase their quotations for forward delivery. For instance, the cif rate for peppermint oil from Brazil went up by 10p kg during the week to £6.35 but spot holders were still offering at the unchanged rate of £6.25. Chinese oils were also firm with the exception of cassia which was marked down by £8 kg for shipment. Petitgrain was reported to be oversold by shippers and any spot holders there might be withdrawn from the market.

Among botanicals Cape aloes continued to ease on the spot but all other changes were in an upward direction. They included Canada and copaiba balsams, benzoin, cascara, jalap and liquorice root. ■

**Crude drugs**

**Aloes:** Cape £1,430 metric ton spot; £1,375, cif. Curacao £3,000, cif.

**Balsams (kg) Canada:** Spot quoted at £15.95; shipment £16.50 cif. **Copaiba:** £5.45 spot; £5.55, cif. **Peru:** £9.55 spot; £9.35 cif. **Tolu:** Spot £5.30.

**Benzoin:** £132 cwt, cif.

**Cascara:** £1,155 metric ton spot; £1,270, cif.

**Jalap:** Mexican £2,850 metric ton, cif.

**Liquorice:** Root, no spot; £695 metric ton, cif. Block juice £1,400 metric ton spot.

**Menthol:** (kg) Brazilian £6.35 spot and cif. Chinese £5.75 spot; £5.80, cif.

**Essential oils**

**Cassia:** Chinese £50 kg spot; £45, cif.

**Cinnamon:** Ceylon leaf £3.10 kg spot; £2.70 cif; bark; English-distilled, £150.

**Clove:** Indonesian leaf £1.86 kg spot; £1.90 cif. English distilled bud £55 spot.

**Eucalyptus:** Chinese £2.70 kg spot; £2.55, cif.

**Lemongrass:** Cochin £4.75 spot; £4.40, cif.

**Patchouli:** Indonesia £16, kg spot; £15.95, cif.

**Peppermint:** (kg) Arvensis — Brazilian £6.25 spot; £6.35, cif. Chinese £3.50 spot; £3.67, cif. American piperata £13.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

# COMING EVENTS

## Golf tournament

The sixth Unichem/Colgate pharmacist golfer of the year tournament will be held at the St Pierre Golf Club, Chepstow, on September 8.

UK pharmacists from all branches of the profession are eligible to enter. To qualify, entrants have to submit a card with their best score from a recognised medal competition held between February 1 and July 18. Entries must arrive at Unichem before July 23. The 32 pharmacists with the best score cards will compete in the finals. The winner will receive the Unichem Silver Rosebowl Trophy plus replica and set of Waterford crystal from Colgate/Palmolive. ■

**Monday, February 1**

**East Metropolitan Branch, Pharmaceutical Society,** Churchill room, Wanstead Library, Spratt Hall Road, Wanstead E11, at 8 pm. Dr A. Stanway, medical writer, on "Food allergies".

**Tuesday, February 2**

**Teeside Branch, Pharmaceutical Society,** Marton Hotel and Country Club, Middlesbrough, at 7.45 pm. Dr. E. B. Williams, Wellcome Foundation, on "The treatment of diabetes in the '80s".

**Wednesday, February 3**

**Bradford University,** Lecture theatre D4, School of Pharmacy, at 8pm. Fifth annual foundation lecture. Professor O.L. Wade on "Pharmacists and doctors: Saints or sinners?"

**Sheffield Branch, National Pharmaceutical Association,** Lecture theatre, Jessop Hospital, at 8 pm. Mr W. A. G. Kneale on "Pharmacy in Europe". Joint meeting with **Sheffield Branch, Pharmaceutical Society.**

**Thursday, February 4**

**Hastings Branch, National Pharmaceutical Association,** Postgraduate medical centre, Holiesdale Gardens, Hastings, at 8 pm. Mr L. Priest, chairman, NPA, on "Who stands for retail pharmacy". Joint meeting with **Hastings Branch, Pharmaceutical Society.**

**Hounslow Branch, Pharmaceutical Society,** Lecture theatre, West Middlesex Hospital, Twickenham Road, Isleworth, at 7.45 pm. Mr A. J. Clatworthy on "The drugs and toxicology section of the Metropolitan Police Laboratory".

**Huddersfield Branch, Pharmaceutical Society,** Postgraduate medical centre, Huddersfield Royal Infirmary, at 8 pm. Lecture by Mr D. Knowles, member of Council.

**Society of Cosmetic Scientists,** Royal Society of Arts, 6-8 John Adam Street, London WC2, at 7 pm. Lecture on "Marketing and babies have one thing in common . . .". Joint meeting with British Society of Perfumers.

**Thames Valley Pharmacists' Association,** Sterling-Winthrop House, Surbiton, at 8 pm. Illustrated talk by Dr I. D. Strickland on "Coronary thrombosis".

**Friday, February 5**

**North West Region, Analytical Division, Royal Society of Chemistry,** E. R. Squibb & Sons Laboratories, Reeds Lane, Moreton, Wirral, at 7 pm. Dr S. Williams on "Quality control as applied to the pharmaceutical industry".

**Advance Information**

**Southend Branch, Pharmaceutical Society,** Garons No 1, Southend, February 10, at 7 pm. Dinner and dance.

**Northumbrian Branch, Pharmaceutical Society,** Tattersalls suite, Branding House, Gosforth Park, February 12, at 7.30 pm. Dinner and dance.

**Society of Cosmetic Scientists,** London Hilton Hotel, Park Lane, London W1, February 19. Dinner and dance.

**Wirral Branch, Pharmaceutical Society,** Devon Doorway, Gayton, Heswall, February 19, at 7.15 pm. Dinner and dance. Tickets £7.75 available from committee members or Jim Ford.

"Substantiation of cosmetic benefits: proof of advertising claims and demonstration of product efficacy". Two day symposium, Grand Hotel, Eastbourne, April 19/20. Details from Society of Cosmetic Scientists, 56 Kingsway, London WC2B 6DX.

**Health and Safety study course,** Abbey Hotel, Great Malvern, February 26-27. Fee £50. Details from Mr G. Edwards, Midland Branch, Institution of Occupational Safety and Health, 6 Queens Gardens, Codsall, Staffs.



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**X2 — SUFFOLK —** This delightful village pharmacy close to the Norfolk border offers charming living accommodation in 18th century property. Current turnover £125,000 per annum. Scripts average 2,250 per month. Freehold property for sale at £45,000 + stock at valuation. Offers for goodwill, fixtures and fittings around £30,000.

**X3 — LIVERPOOL —** Suburban lock up premises on rent at £1,125 p.a. Business established 1 year. Turnover running at £120,000 p.a. and improving. Scripts 2,100 per month. Goodwill and fixtures £20,000 and stock at valuation.

**X4 — WIRRAL —** Lock up premises in very pleasant residential area. Turnover £105,000 p.a. on scripts 2,000 per month. Easily run business on very low rent and rates. Goodwill and fixtures £15,000 and stock at valuation.

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**X6 — LINCOLNSHIRE —** Good living accommodation is contained in these shop premises in the centre of a busy holiday resort on the Lincolnshire coast. Turnover is running at around £100,000 p.a. with excellent profits. Scripts average 1,550 per month, freehold property £23,000, goodwill, fixtures and fittings £15,000 plus stock at valuation.

**X7 — CHESHIRE / LANCASHIRE BORDER —** This High Street pharmacy offers considerable scope for improvement by an energetic owner. Scripts average 1,500 per month, turnover £92,000 per annum. Freehold property for sale at £23,000. Goodwill, fixtures and fittings £8,000. Stock at valuation, £12,500.

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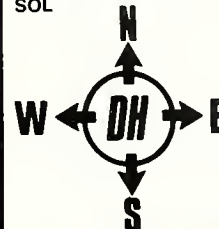
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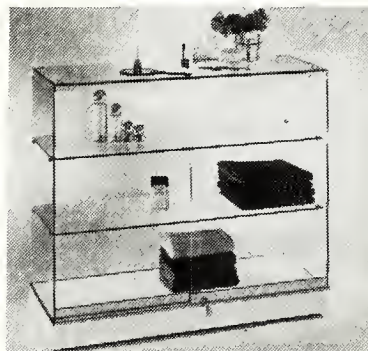
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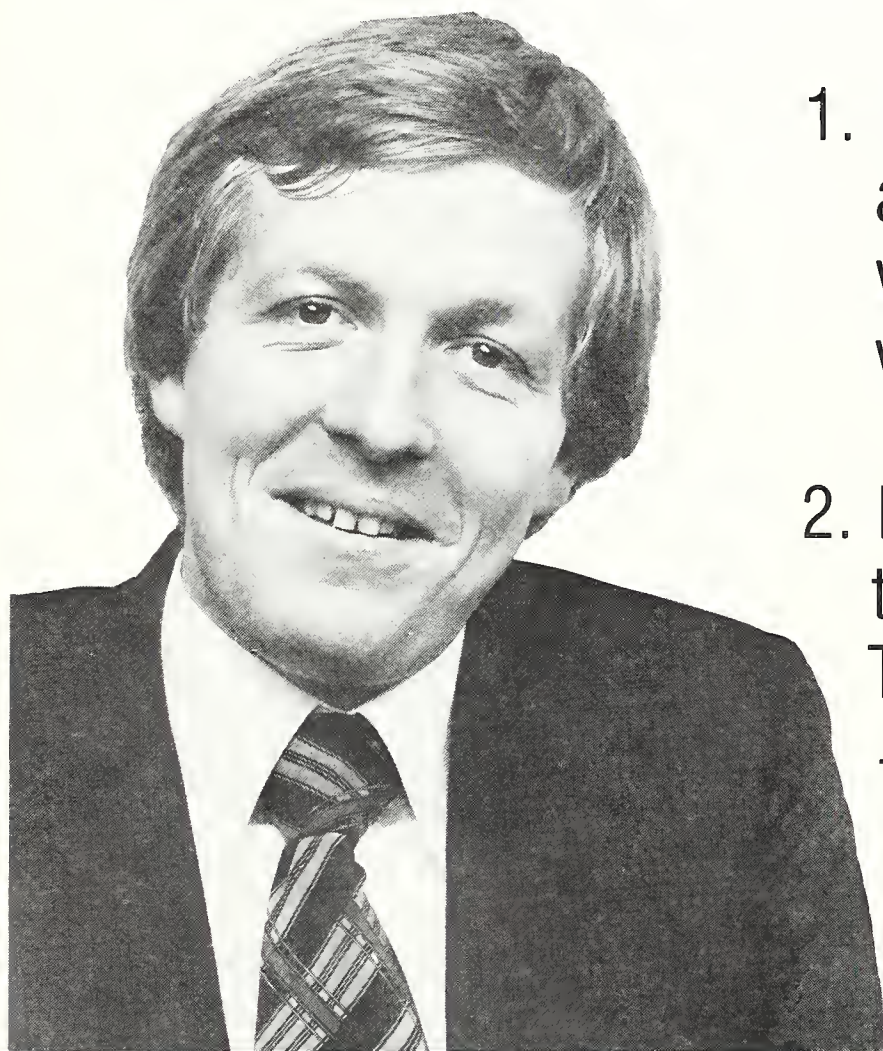
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